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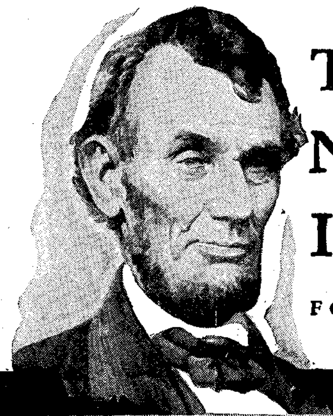

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The Literary Digest

FOR SEPTEMBER 19, 1936

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Truth Crushed to Earth

Sir:—Thanks for returning my poem with the request (?) for another.

Did you ever write a verse, or do you know good poetry when you see it? Every week

(*Continued on page 47*)

PARADOXICAL POSSIBILITY IN ELECTION

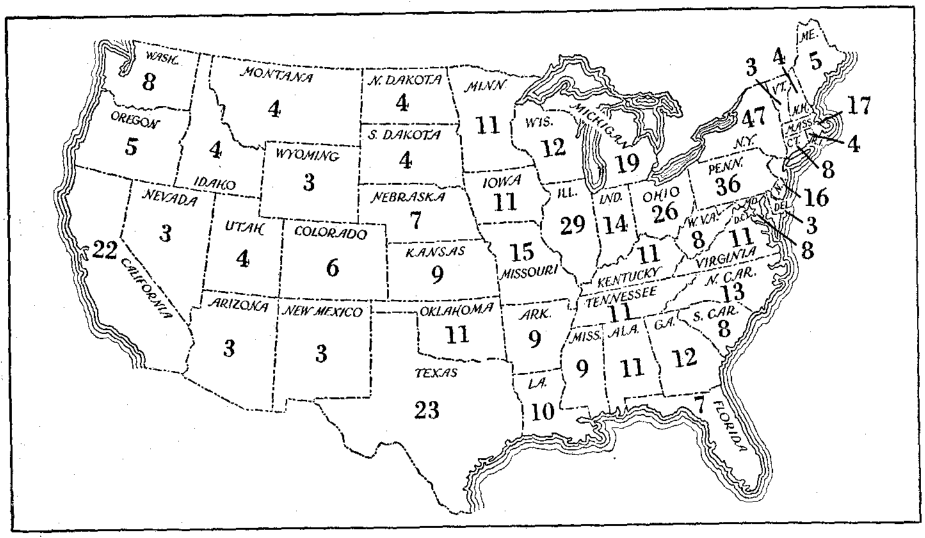
Greatest Popular Vote Might Not Rule Electoral College

Many a political dopester, attempting to forecast the result of the 1936 Presidential election, has concluded that neither Franklin D. Roosevelt nor Alfred M. Landon can go into the White House next January backed by both a popular and an Electoral College majority.

The candidates are too evenly matched, they say, and they turn back the pages of history to other elections in which the victor had a minority of the popular vote.

In the election of 1860, the popular vote was: Lincoln, 1,866,352; Douglas, 1,375,157; Breckinridge, 845,763; Bell, 589,581. But Lincoln had a plurality in many States; and with 180 of the 303 electoral votes, a clear majority, he rode into office.

Woodrow Wilson was another famous "minority" President. In 1912 he received about 42 per cent. of the popular vote, but his 6,286,214 ballots (out of a possible 15,031,169) were spread out over a sufficient number of States to give him 435 electoral votes to Theodore Roosevelt's 88, and Taft's 8.



LITERARY DIGEST Map

Early Background—The Founding Fathers did not give the people the right to elect the President and Vice President. In the Constitution, they provided that these two executives should be chosen by Electors, each State to have as many Electors as it had Representatives and Senators in Congress. State Legislatures were allowed to make their own rules for the choice of the Electors.

The Electoral College is a striking example of constitutional amendment by custom. Originally, the body was supposed to be analogous to the College of Cardinals, which chooses the Pope. It was to choose the President after studied deliberation.

In the early days of the Republic, the Electors were chosen by State Legislatures. But with the rise of democracy, States passed the privilege of choosing Electors on to the people.

At Present—To-day, the election of the 531 Electors is a matter of machine politics. Political parties in each State nominate the number of Electors to which the State is entitled. On the Tuesday following the first Monday in November (the date set by Congress), the voters go to the polls and cast their ballots, not for President and Vice President, but for Electors.

In each State, therefore, the Party receiving the majority of votes will get the electoral vote of that particular State, since the Electors are good partizans and will vote for their Party's candidate. On the second Monday in January, the Electors meet in their State Capitols and go through the perfunctory business of voting for President and Vice President. Their ballots then are sent in sealed envelops to Washington, where they are counted solemnly in the presence of both Houses of Congress.

The Constitution provides that if no candidate receives a majority of the electoral votes, the House of Representatives shall choose the President from the three candidates who stand highest. Each State delegation has one vote, and the candidate receiving a majority is elected.

Two Deadlocks—Twice the House of Representatives has elected a President. In 1801 there was a 73-73 deadlock in the College over Jefferson and Burr. Alexander Hamilton, hating Jefferson less than he hated Burr, threw his powerful influence in the House to Jefferson and gave him the election. In 1824, four men were battling it out for the Presidency. None got an electoral majority, the score standing: Jackson, 99; Adams, 84; Crawford, 41; Clay, 37. Clay, realizing that he could not possibly win, put his strength behind Adams, whom the House finally elected.

Crisis of 1876—The greatest election crisis in United States history, however, was that of 1876. Tilden, the Democratic candidate, had 184 votes; Hayes, the Republican, had 164. Four States, with a total of twenty-one votes, sent in conflicting returns. To win, Hayes needed all twenty-one votes. Since the Constitution was silent on what should be done in such a situation, Congress created an Electoral Commission of five Justices of the Supreme Court, five Senators and five Representatives. Eight of the fifteen were Republicans and voted solidly together on every point. Hayes got his twenty-one votes.

This election created such a storm that Congress, in 1887, passed a law placing the responsibility of settling such disputes on the States, altho agreeing in extreme cases to take a State's electoral dispute into its own hands.

(THE LITERARY DIGEST *suggests that its readers clip the map on this page, showing electoral votes by States, and save it for reference in studying the Presidential Poll and election returns.*)

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Correct use of pronouns: *I* or *me, he* or *him, they* or *them, who* or *whom.*

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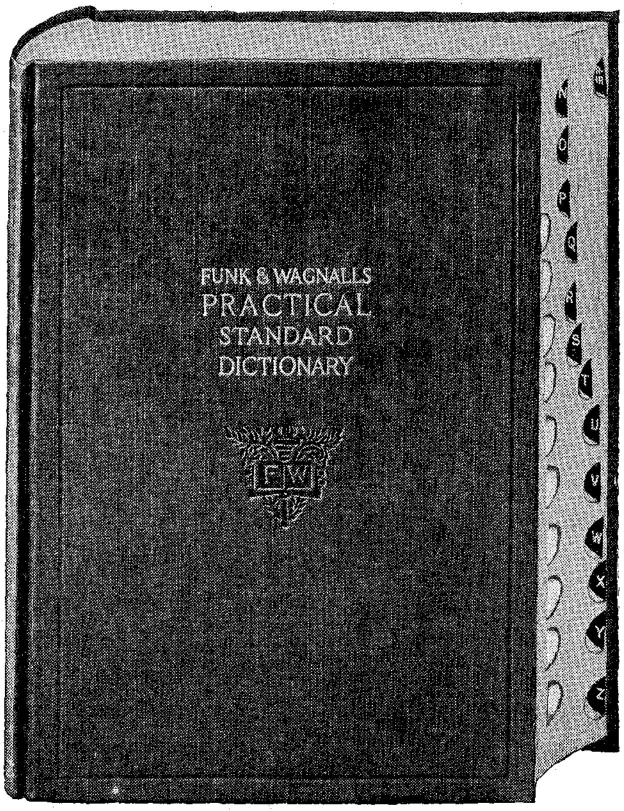

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Atlanta	Washington, D. C.	2.00	2.35	1.15	1.30	2.60	3.00	1.75	1.95
Boston	Detroit	2.10	2.55	1.25	1.40	2.75	3.25	1.90	2.10
Chicago	New York	2.50	3.00	1.45	1.65	3.25	3.75	2.20	2.40
Denver	Pittsburgh	4.25	4.75	2.50	2.75	5.50	6.00	3.75	4.00
St. Paul	Seattle	4.50	5.25	2.75	3.00	5.75	6.50	4.00	4.25
Seattle	Dallas	5.25	6.00	3.25	3.50	6.75	7.50	4.75	5.00
Los Angeles	Detroit	6.00	7.25	3.75	4.25	7.75	9.00	5.50	6.00
Cleveland	San Francisco	6.50	7.75	4.00	4.50	8.50	9.75	6.00	6.50
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The Literary Digest
NEW YORK SEPTEMBER 19, 1936

Topics of the day

POLITICAL BOSSES' CREAKY MACHINES

Power of City and State Leaders Is Less Certain This Year

It is not easy to distinguish between a boss and a leader. Bosses are supposed to rule by secret and corrupt means; to employ violence and trickery; to strive for power for its own sake or for financial profit; to make no moral or intellectual appeal to the voters. But there are bosses and bosses.—**"Government in the United States," Claudius O. Johnson.**

So far as modern politics is concerned, the real boss is almost nonexistent, and while the young politician will still find a host of wire-pullers behind the scenes, none of these normally attains the dignity or importance of the old-time political boss.—**"You're Paying for It," Charles Harris Garrigues.**

On nostalgic pilgrimage to his Pennsylvania birthplace rode Governor Landon for the opening shot of the Republican Eastern campaign. He plans to return there before the election.

Amid the tumult of a Pennsylvania stadium setting, President Roosevelt accepted the Democratic nomination last June. He, too, will show himself there again before the balloting begins.

"Time was when the first rule of every Presidential candidate was: 'When you come to Pennsylvania, skip it!' " Raymond Clapper, Scripps-Howard writer, observed last week.

Not so to-day.

Weighed 'Em—"Alien ways have penetrated even good old Philadelphia, bulwark of the (Republican) Party, where they used to weigh votes instead of counting them," Mr. Clapper continued, "where Bill Vare's men used to turn in as many votes as were needed by Republicans to swing the State, and just to rub it in, not a single vote in ward after ward for the Democrats."

William M. Tweed cast shadow over bossism

But, last week, both Chairmen Farley and Hamilton stopped their political omnibuses in New York, listened to the sputtering of their forty-eight cylinders, and tried to decide who was getting the most power out of that second one from the front—Pennsylvania.

Before the turn of the century, the Republican Chairman could have counted on the smoothly purring Matt Quay, perhaps the first of the truly great political bosses in the United States, a quiet, cultured university man with a sincere love for the classics.

After Quay, Senator Boies Penrose, another smooth-functioning highbrow, virtually held Pennsylvania under his thumb; he rolled up in 1920 more than a 200,000 plurality in Philadelphia for Harding.

Vare's Care—Then came William S. Vare, who summed up the philosophy of bossism thus: "Take care of your people and your people will take care of you." Rising from the ruck of ward politics in South Philadelphia, Vare didn't fill Penrose's oversized shoes. In 1932, he delivered from his county a mere 70,816 plurality for Herbert Hoover.

Edwin S. Cox, wealthy oil man and President of the City Council, is nominal Republican leader in Philadelphia to-day; but his power falls so far short of his dictatorial predecessors that Republican observers believe he will be lucky to deliver from his bailiwick a 25,000 majority.

Nor is Philadelphia the only whilom province of straight Republicanism which has slipped into the unpredictable column. One-time smooth-roaring G.O.P. city and county machines in Pittsburgh, Indianapolis, Chicago, St. Louis, Cincinnati and a dozen other places have slowed down—in some cases completely run out of gas.

2 + 8 = Victory—Gas that runs political machines is composed of two parts prestige and eight parts patronage. The Roosevelt sweep in 1932 hurt Republican prestige nationally. The rise of countless job-and-cash-dispensing agencies under the New Deal swelled the normal flow of patronage; Democratic machine bosses hastened to tap this unprecedented reservoir.

The effect of that shift perhaps is best illustrated in Chicago. In 1920, when "Big Bill" Thompson's bellow was beginning to be heard in G.O.P. councils, the city piled up a 437,698 plurality for Harding; in 1932 the Democratic machine, brought to its highest pitch by the late Tony Cermak, then Mayor, gave Roosevelt a 229,085 plurality—a shift of 666,783 votes.

Harding won Kansas City, Missouri, by 2,190 votes in the days when Boss Thomas J. Pendergast's machine was stiffly new. But when the Missourian "stepped her up" in 1932, he delivered an 89,242 margin for Roosevelt. Nor is the Democratic leader letting his age or an illness slow his pace; last week he roused himself from a hospital bed in New York and entrained by private car for his old stamping-ground. He trusts no one else to crack the whip.

On the Atlantic Coast, New York's Tammany, suffering from a lack of leadership, will swing its cumbersome machinery into action to regain lost prestige. Across the Hudson, long, lean, autocratic Mayor Frank Hague's organization will dig out Democratic votes. In Massachusetts, Governor Curley, one-time Boston Mayor, will give crisp orders, delivering a Democratic majority in his Boston stronghold.

History has cast a shadow over the word "boss." It conjures up the notorious name of William M. Tweed of Tammany, "a chairmaker by trade, a vulgar good fellow by nature, a politician by circumstance, a boss by evolution, and a grafter by choice." Tweed was convicted of embezzlement and died in prison in 1878.

Nevertheless, present-day machine operators do not shy at the words "machine" and "boss." When Republican Chairman Hamilton said: "We will carry Missouri if we are not snowed under by the tactics of Boss Pendergast's machine in Jackson County," the cynically benign older politician deigned no reply.

Control-Seat—Nor has Edward Crump, thirty years the czar of Shelby County (Memphis) on the western tip of Tennessee, given evidence of interest in the judgment of his fellow men. Sixty years old now and retired from active politics, he still sits in his seat of control. Gentlemanly and suave, he might point to the fact that he had directed his machine in

Wide World

Mayor Hague: Jersey Democrats heed his word seventy-six elections (including State, county, etc.) and won seventy-six times. In 1932, he counted up 38,320 votes for Roosevelt against 6,332 for Hoover.

In contrast to the small, smoothly running machines of Pendergast and Crump, the Kelly-Nash organization in Chicago is an ungainly set-up spreading through fifty wards, 3,146 precincts, and controlling more than 700,000 votes. Inheriting the machine from Cermack, Kelly and Nash have as yet failed to subdue the down-State opposition.

Their reign in Chicago, however, seems to be secure. Operating in a city that eschews voting-machines, able to spend close to $1,000,000, as they did in the last mayoralty campaign, their system is one to be reckoned with. And this year, Illinois is a crucial State.

WORK AND PLAY: Knox Goes Gunning for Votes While Garner Just Loafs and Fishes

John N. Garner shot a few doves last week while his Republican rival for the Vice Presidency, Col. Frank Knox, fired thunderbolt after thunderbolt at the Roosevelt New Deal.

The contrast between their weeks measures the contrast between their political techniques. About the campaigns of these running-mates of Roosevelt and Landon one thing is already sure: Knox's will be as strenuous as he can make it; Garner's will be no more strenuous than he can help.

"No one would turn out to hear a Vice Presidential candidate," Colonel Knox predicted recently, and promptly set out on a 22,000-mile speaking tour through thirty-six States. By last week, he had wound up in New England—six States in eight days—and rolled into Pennsylvania aboard his six-car special campaign train.

Knox Works—A speech in Allentown, another at Alma, Michigan, an eighteen-hour recess in Chicago to catch his breath, and then the Colonel was off again; this time for the Pacific Coast, planning to make from three to seven public appearances a day.

International

Colonel Knox takes good-luck elephant stumping

Garner Loafs—Meanwhile, Mr. Garner, the Democratic candidate, loafed luxuriously in and around his home at the head of West Mesquite Street, in Uvalde, Texas, a town of 5,000 inhabitants not far from the Rio Grande. It is a modest, two-story, brick house furnished with early American pieces collected by Mrs. Garner.

Mr. Garner likes to hunt with local cronies or fish for perch and small-mouthed bass in the lakes around Uvalde. His apple-red, wind-burned face, with its bright blue eyes and tufts of white eyebrows, testify to his interest in the outdoor life. For the rest, he answers his mail—there is a shack behind the house called "the office"—takes siestas under his live oaks, and, with the help of Juan, his Mexican caretaker, settles such problems as that of raising an orphaned family of bantam chickens.

CAMPAIGNERS FOR THE PRESIDENCY

ROOSEVELT

Puffing amiably on a cigarette, President Roosevelt twitted the reporters.

Casually the conversation stumbled upon the New York Democratic State Convention in Syracuse on September 29. Would his speech there, reporters slyly asked, be "political"?

The President threw up his hands and lifted an eyebrow in mock astonishment.

When, then, would his political campaign open?

"Oh, about January 4" (Congress opens then).

That night, only sixty hours after his return from a dusty round of the drought area, the President set out on another swing—this time through the friendly South.

After breakfast aboard his private car, he emerged amidst a large crowd, at Knoxville, Tennessee, traditionally Republican. Local leaders basked with him as he drove, in a White House car sent ahead from Washington, through thronged streets, waving and smiling. Then the Presidential procession of fifteen automobiles and sight-seeing buses headed for the rugged Great Smoky Mountains National Park.

Crossroads Adventure—Up the Tennessee side of a new, tortuous road, past foothills and peaks, splashing streams and deep gorges; a stop on the backbone of the Appalachian ridge for fried chicken and potato salad, then down the Carolina side.

At the end of the day-long, 140-mile drive, the President slept in the stone Grove Park Inn, set among the hills on the outskirts of Asheville.

The next morning the President told Asheville listeners packed in a sun-bathed ball-park his pleasure at having kept a promise made to himself thirty years ago to go up into the Smokies.

The cavalcade purred on for the rest of the day toward Charlotte, through sporadic demonstrations and showers. Just outside that city, the skies opened up for fair. In a soaked blue suit and dangling tie, the President waved a shapeless hat toward the teeming sidewalks.

At the new municipal stadium, he drew upon the Bible and allegory, and upon Southern experience with cotton and tobacco prices, to assure his drenched listeners at a "Green Pastures" rally, representing seven States, that the country had been taken from the red into the black without stepping on any States' rights toes, and that he would continue to "rebuild for the future."

Back at the White House the next day, the President informed the World Power Conference of America's need for "more abundant and more widely distributed national income," and pressed a button to start generation of electric power at Boulder Dam.

LANDON

Deliverymen set down two bushels of elderberries on the back porch of the Executive Mansion at Topeka early last week, a gift from an editor friend. That noon, Governor Landon of Kansas had for dessert a favorite dish, elderberry pie. This was the only special gesture in recognition of his forty-ninth birthday.

At the State Capitol his desk was stacked high with cards, letters and telegrams, and there were several gift birthday cakes, but the nearest the Governor came to eating any of them was to pose, knife in hand, for photographers.

Fighting Sortie—The Governor had other things to do. He had just electrified Republicans and Democrats by announcing a surprize visit to Portland, Maine. He would scoot Down East over the week-end to "participate in the first fighting repudiation at the polls of the kind of government this country has had for the last three years." The sudden announcement upset plans for a rally of Young Republicans at Topeka, but they were willing to wait.

The first thing the Governor did on his birthday was to get a long-distance call through to Republican Headquarters in Chicago. By the time his train reached Indiana two days later, there were crowds varying from 2,000 to 25,000 gathered at the five towns in that State where the train halted for brief platform speeches.

At Chicago, Governor Landon was driven to the Lake Park Avenue home of George F. Harding, National Republican Committeeman, where another crowd waited on the sidewalk outside the iron gates.

The train sped on from Chicago, through New York, with barely time for a wave of the hand, and on to New England, where it took on the tone of a triumphal march. Crowds cheered him at eleven short stops in Massachusetts, New Hampshire, Maine.

At the picturesque seaport on Casco Bay, the Governor's destination, Gov. Louis J. Brann, Democratic Senatorial candidate in Monday's Maine election, was on hand to greet him and to offer him a Maine fishing license.

Responsive Crowd—With some of the dust of his trip still clinging to his clothes, Governor Landon rushed to the Municipal Stadium to talk to 15,000. He heard a gratifying roar of "No's" come back through the night air when he wound up an attack on planned economy with the questions:

"Do we want the Government prying into every detail of our business lives?"

"Do we want the Government forbidding us to plant what we want in our fields?"

After a Sunday as the guest of Senator Frederick Hale, the Republican candidate started back home, sped along the way by another series of station demonstrations.

POLL RETURNS EXTEND TO 13 STATES

Landon Gains an Early Lead in Eight and Roosevelt in Five

They've passed the 250,000 mark, with the Kansas entry clinging to his lead.

But the New Yorker has gained. The North Dakota dark horse is showing surprizing stamina in his first big race. As the three round the turn, it becomes more and more evident that the 1936 Presidential Sweepstakes is a wide-open sprint.

Landon, 153,360; Roosevelt, 88,815; Lemke, 10,374.

But that standing represents only the first three short laps in a race involving more than ten million ballots which THE LITERARY DIGEST sent into every county and hamlet in the United States. With returns piling up by the thousands daily, the leadership might well shift within the space of one short week. So let prophets beware!

The 254,718 returns tabulated in this week's report bring four new States into the picture alongside last week's nine. Three of those four are traditionally Democratic. But underneath their "Solid South" label there is a dramatic story of a dead man.

Huey Long also was traditionally Democratic; but on the day an assassin's bullet ended his amazing political career he was marshaling all his forces to defeat the New Deal, substituting candidates representative of his own version of the Democratic Party.

Shadow of Kingfish—Nor had he intended to confine his rebellion to his own State of Louisiana. More than once the halls of Congress rang with his boast that he would "take charge" in neighboring Arkansas and Mississippi. More than once the Kingfish Senator had offered to thrash Joe Robinson of Arkansas and Ted Bilbo of Mississippi—either at the polls or in some convenient cloak-room, or both.

In 1930, Robinson had carried every county in Arkansas, rolling up a majority of 130,000. Could such a one be beaten by a man from outside the State?

"Sure," cried Long, pointing with derision at the Robinson spats as a Washington-inspired affectation which the Senator was trying to keep secret from his constituents.

Arkansas farmers snickered, grumbled that their one-time idol was "gittin' pretty fancy."

Then an obscure doctor did what Roosevelt and Farley had not been able to do: he silenced Long.

Last month Joe Robinson troubled to remove neither his coat nor his spats. His primary majority was two to one. Last month Pat Harrison administered the beating to Bilbo's candidate that Long had promised Bilbo himself—also by two to one.

Arkansas Showing—This week, Arkansas's Poll figures show 3,391 for Roosevelt; 1,023 for Landon. Mississippi registers 2,163 for the President; 244 for the Governor. And Louisiana, where Long's word once was law, gives 2,197 to the New Yorker; 742 to the Kansan.

With the passing of the Kingfish, apparently, these three States dropped back into line with the Party that was theirs long before the War Between the States.

But no such tradition binds Iowa, which gave 14,942 to Landon on first returns; 9,133 to Roosevelt; 1,231 to Lemke.

Four years ago, this typical farm State squeezed 58 per cent. of its popular vote into the Roosevelt column. Can it be that sentiment has switched in four short but momentous years?

First returns are too slender to permit of any such hasty deduction. Only a fortnight ago, President Roosevelt and his opponent met in Des Moines, sampled Gov. Clyde Herring's fried-chicken hospitality. Which got the more deafening cheers? Newspaper reports indicate that they were about evenly divided.

Iowa Battle—Locally, Governor Herring faces a bitter battle with Lester J. Dickinson for the latter's Senate seat. Nationally, the Governor faces perhaps an even more difficult problem: holding in line the Democratic State machine which he has sought to strengthen and enlarge in the brief quadrennium since it rode to power in the Hawkeye State.

Yet here, where "the tall corn grows," the line between farm programs is no more clear-cut than that between men. Both candidates have advocated Federal aid in one form or another for the farmer. Both have shown a genuine personal interest in the farmer's plight.

Will Iowa, whose chief and logical interest is in agriculture, be forced to look to other issues, where there is greater divergence between platforms, for the decision? Will the State slip back into its historic rôle as a Republican stand-by?

These and other factors make the returns week by week from Iowa particularly interesting. But it will not be possible to assess the true feeling in this or any other State until the final count is made.

Eyes on Lemke—Meanwhile, as more and more Midwestern farm State returns pour in, shrewd observers will be watching the Lemke fortunes closely. Will the North

Third Report "Literary Digest" 1936 Presidential Poll

	Landon 1936 Total Vote For State	How the Same Voters Voted in the 1932 Election					
		Rep.	Dem.	Soc.	Others	Did Not Vote	Vote Not Indicated
Arkansas	**1,023**	497	381	3	4	73	65
Indiana	**7,353**	5,466	1,341	24	7	190	325
Iowa	**14,942**	10,726	2,978	57	13	501	667
Louisiana	**742**	315	317	1	......	64	45
Maine	**7,661**	5,622	1,032	17	24	457	509
Minnesota	**13,598**	9,840	2,707	43	......	403	605
Mississippi	**244**	82	122	......	......	27	13
New Jersey	**20,500**	15,835	3,026	91	4	780	764
New York	**45,595**	34,558	7,541	185	11	1,529	1,771
Ohio	**12,593**	9,361	2,222	55	10	375	570
Oklahoma	**2,091**	1,255	590	4	......	117	125
Pennsylvania	**25,750**	18,862	4,428	130	32	1,061	1,237
Texas	**1,268**	512	603	4	......	85	64
Totals	**153,360**	**112,931**	**27,288**	**614**	**105**	**5,662**	**6,760**

	Roosevelt 1936 Total Vote For State	How the Same Voters Voted in the 1932 Election					
		Rep.	Dem.	Soc.	Others	Did Not Vote	Vote Not Indicated
Arkansas	**3,391**	84	3,007	10	6	143	141
Indiana	**4,881**	844	3,694	55	......	129	159
Iowa	**9,133**	1,570	6,698	112	6	353	394
Louisiana	**2,197**	121	1,830	6	......	134	106
Maine	**3,465**	412	2,479	25	......	188	361
Minnesota	**9,352**	1,619	6,738	199	11	391	394
Mississippi	**2,163**	25	1,941	2	1	92	102
New Jersey	**11,045**	1,999	7,654	400	5	591	396
New York	**16,521**	3,173	11,589	424	4	742	589
Ohio	**7,924**	1,460	5,728	177	10	308	241
Oklahoma	**2,627**	205	2,179	4	......	91	148
Pennsylvania	**11,501**	2,046	8,192	199	5	571	488
Texas	**4,615**	168	4,049	10	......	188	200
Totals	**88,815**	**13,726**	**65,778**	**1,623**	**48**	**3,921**	**3,719**

	Lemke 1936 Total Vote For State	How the Same Voters Voted in the 1932 Election					
		Rep.	Dem.	Soc.	Others	Did Not Vote	Vote Not Indicated
Arkansas	**43**	5	29	1	2	......	6
Indiana	**356**	89	221	5	3	9	29
Iowa	**1,231**	258	781	33	4	31	124
Louisiana	**139**	3	115	1	......	10	10
Maine	**278**	38	186	1	2	35	16
Minnesota	**2,417**	325	1,781	56	6	61	188
Mississippi	**10**	......	9	......	......	......	1
New Jersey	**927**	162	630	25	......	36	74
New York	**2,687**	590	1,749	63	1	91	193
Ohio	**1,197**	237	772	45	4	48	91
Oklahoma	**37**	4	25	......	......	1	7
Pennsylvania	**1,013**	172	666	37	3	62	73
Texas	**39**	2	25	1	......	4	7
Totals	**10,374**	**1,885**	**6,989**	**268**	**25**	**388**	**819**

The nation-wide "Digest" Presidential Poll swings into its fourth week with all sections of the country but the Far West represented. But altho the list has jumped from nine to thirteen States, with a quarter-million ballots tabulated, it still is too early to say that the trend is definitely toward one candidate. Returns keep flooding in, and within the space of a single week the pendulum may swing toward the Democrats. Next week there will be new States, new alinements, perhaps new surprizes, in the most dramatic Presidential race since 1916.

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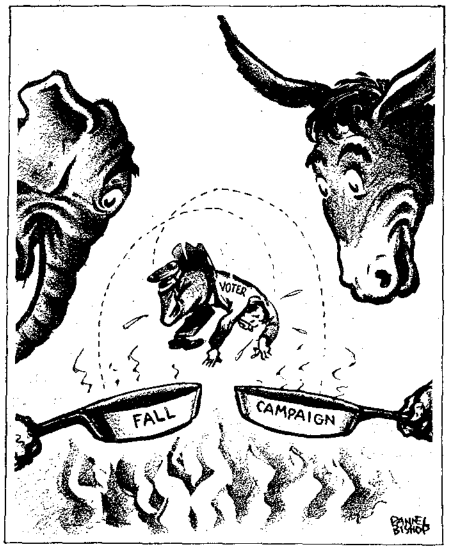
MINOR CANDIDATES

States	Thomas 1936 Votes	Browder 1936 Votes	Colvin 1936 Votes	Aiken 1936 Votes	Others 1936 Votes	Totals	Grand Total Votes By States	States
Arkansas	9	1	9	......	......	**19**	**4,476**	Arkansas
Indiana	32	13	21	2	4	**72**	**12,662**	Indiana
Iowa	64	21	50	7	4	**146**	**25,452**	Iowa
Louisiana	11	4	10	......	5	**30**	**3,108**	Louisiana
Maine	33	7	3	1	5	**49**	**11,453**	Maine
Minnesota	160	68	65	17	5	**315**	**25,682**	Minnesota
Mississippi	5	3	5	......	......	**13**	**2,430**	Mississippi
New Jersey	211	168	23	8	8	**418**	**32,890**	New Jersey
New York	305	131	106	13	19	**574**	**65,377**	New York
Ohio	80	26	38	12	2	**158**	**21,872**	Ohio
Oklahoma	18	3	4	4	......	**29**	**4,784**	Oklahoma
Pennsylvania	159	43	100	13	10	**325**	**38,589**	Pennsylvania
Texas	13	4	3	1	......	**21**	**5,943**	Texas
Totals	1,100	492	437	78	62	**2,169**	**254,718**	**Totals**



WHO SAID THE HOT SPELL WAS ENDED?
—Bishop in St. Louis Star-Times

Dakotan cause either of the major candidates trouble in critical States?

The total Lemke vote to date is unimpressive. In 1924 Robert M. La Follette, drawing his chief strength from substantially the same States as might be expected to support the Union Party candidate, polled 4,822,865 votes—one-sixth of the nation's 1924 total. On a percentage basis, Lemke is running far behind that pace. Unless the North Dakotan steps up his ratio sharply by November, he will finish with something like a million and a half.

There is, however, another aspect to the Union Party vote. No fewer than 6,989 of Lemke's backers in this week's tabulations voted for Roosevelt in 1932; only 1,885 for Hoover. If that ratio were maintained throughout, the Democrats would lose a million or more votes, as against less than half that number for the Republicans.

A specific instance is Minnesota: Second tabulations from this State give Landon 13,598; Roosevelt 9,352, and Lemke 2,417. If the latter's votes were "returned" to the Parties from which he took them, the totals would be: Landon, 13,923; Roosevelt, 11,133—an entirely different picture.

"Since Roosevelt won in 1932 by 7,000,000," says Charles P. Taft in his book, "You And I—And Roosevelt," "a net switch this year on the part of four million voters, properly distributed, could elect a Republican President of the United States. Where are those four million likely to come from, if they come at all?"

Will they come from New York, which four years ago went for Roosevelt, and which in these, the third Poll figures for the State, gives Landon 45,595 to 16,521 for the President—nearly three to one?

Pennsylvania Problem—Will they come from Pennsylvania, which stayed in the Hoover column by the narrowest of margins in 1932, where the third tabulation now shows the Kansas Governor bettering last week's lead slightly, with 25,750 to 11,501 for his opponent? Or will later returns—particularly those from the big cities, which have yet to make their full force felt in THE DIGEST'S Poll—whittle down the Landon lead, or send the President to the front?

So far, 27,288 Democratic voters of 1932 have switched to the Kansan, only 13,726 Republican voters of '32 have turned to the President—a net loss to the Democrats of 13,562.

But there are new voters to be reckoned with, and next week there will be new States, new totals. The challenger is in the lead and riding hard, but experts have agreed that this will be the most exciting race since Woodrow Wilson flashed across the finish line to beat Charles Evans Hughes by a nose in 1916.

(See page 3 for article on Electoral College and distribution of electoral votes.)

JOBLESS TALLY: N. Y. "Sun" Tries Estimating, But Number of Unemployed Is Still Mystery

How many are unemployed in the United States?

Since the depression struck, statisticians have been staging a running battle over the total. But their figures have been, at best, only estimates; the estimates varied by millions.

For instance, in 1934, the National Industrial Conference Board estimated the unemployed at 9,976,000, while the American Federation of Labor put the number at 12,429,000 and the Communist Party ran it up to 16,824,000.

Result—Irked by conflicting estimates that juggled millions, the New York *Sun* (Ind.-Rep.) decided last May to have its own fling at the statistics business.

Final figures in its twenty-one-week survey were made public for Labor Day consumption. They showed 25,600,000 at work in industry and trade in 1935, and 3,593,000 unemployed in these fields. But *The Sun* made it clear that the latter figure did not represent all the unemployed in the country, since the survey did not cover "the 21,757,000 employables in agriculture, the professions, Government, State and City jobs, and in domestic and personal service."

The Sun's figures are in sharp contrast to those of the American Federation of Labor for 1935—11,448,986 unemployed. The Federation's estimate of unemployment for last May was 11,259,000; those employed, it estimated at 42,948,000, including 12,000,000 agricultural workers. Last week, Secretary of Labor Frances Perkins estimated that since 1933 industry had put 5,500,000 back at work, while the Government had provided jobs for 3,000,000.

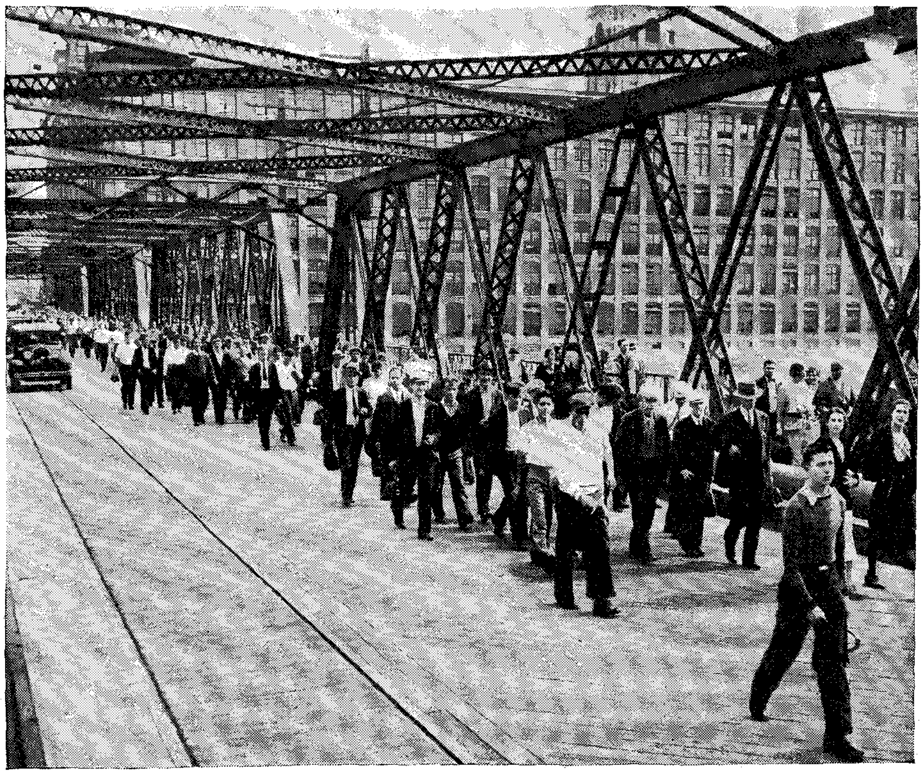
Oldest in the field of gathering statistics on employment and unemployment is the Department of Labor. It has been doing this for nineteen years. Most other estimaters take its figures as a base. But it must be remembered that the Department gathers employment figures, while the A. F. L. and most other organizations collect unemployment figures.

Thorough Survey—Greatest coverage is obtained by the Department of Labor (Bureau of Labor Statistics). It receives reports from 160,000 establishments in all fields of industry, the most nearly complete check, or sampling, that is carried on in the nation. Seventy-three employees do the work, under the direction of Dr. Isadore Lubin, Commissioner of Labor Statistics.

Schedules for the 160,000 establishments covered are sent out by mail. Fourteen States send in telegraphic returns every month. Each schedule is checked individually to guard against error.

Five-Year Census—Admittedly, the system of sampling used by the Department, extensive as it may seem, is far from satisfactory. Doctor Lubin believes that a census should be taken every five years, instead of ten. With this as a base and an expanded sampling system, he believes annual estimates could be made that would be nearly 100 per cent. correct.

The whole business of trying to estimate employment conditions has become so unsatisfactory to the National Industrial Conference Board that it recently decided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Nobody knows: Communists find 16,824,000 unemployed; "The Sun," 3,593,000 to abandon its surveys of unemployment. In its August bulletin, it tells why the public has been deluged with contradictory reports by statisticians:

"The extent to which these estimates are conjectural can best be appreciated by a brief description of the difficulties that beset the investigator at each step of the procedure. At the outset, he is confronted with a choice of a base-period or starting-point, whether 1929 or 1930, and on his decision will depend the basic data to be used and the different expedients that may be necessary to supplement and interpret those data in order to secure an estimate of employment at the base period."

Hence the widely different unemployment estimates that for years have puzzled the public.

READING STARS: Astrologers' Convention Predicts World-Shaking Events, Outlines Purposes

"An overwhelming consensus of the stars, major and minor, indicates that President Roosevelt will be reelected!"

Such was the climaxing prediction at the first All-American Astrological Convention in the Continental Room of Chicago's Hotel Stevens. Some 3,000 star-gazers "ayed" the official pronouncement, with nary a voice raised to dispute the intent of the astral bodies on the night of November 3, 1936.

No vote was taken, the heavens being too definite to dispute.

Previous analyses of future constellate formations also had foreseen a great real-estate boom, no more drought, the rise of a dictator to rule the universe, inflation, no large-scale European war for another year, no invasion of China by Japan until 1940, eventual prenatal knowledge of the sex of babies, general decline of human illness, more prosperity for Americans and a great world-shaking event to take place on September 16.

No Convention Frills—For three days—morning, noon and night—astrologers from forty-five States, Canada, Mexico and Europe, listened to thirty-five lectures and numerous symposia.

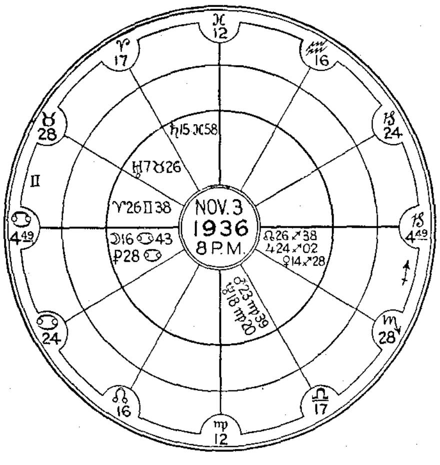
Curiosity among conventions, this rally was devoid of uproar or bedlam. There were no special sprees such as luncheons, teas or receptions.

Run off with precision, the meetings were quiet, dignified and orderly. There were no minutes to be read, no discussion of organization, membership dues, fees or other revenue. Everything went just as the stars, in their most exacting decrees, might have it.

Attired in low-heeled shoes, plain tailored suits, sports sweaters, blouses and rather severe dresses, they arrived (the women outnumbering the men by 2½ to 1) promptly, armed with note-books and pencils. Only one—plump, sixty-year-old Miss Elizabeth Aldrich of New York—ventured an evening gown, of chalk blue.

It was this former astrology magazine editor, with gray bobbed hair, who defined the Roosevelt pronunciamento to laymen.

"The President is under the sign of Aquarius, sign of the new age. This is the fifth house, that of creative talent. Three planets—Mercury, Venus and Jupiter—help him. Mercury gives him quick wit; Venus helps him to like people and call them 'My Friends.' Jupiter gives him abundance.



What shall we conclude? Chart and interpretation by Helene Paul: Saturn (Democratic Party) on midheaven occupies important position; Moon (voting public) on ascendent signifies definite leaning toward Democrats; Jupiter (Republican Party) adversely affected by several important planets

"Landon's sun," she added, "is under the sign of the Virgin, overshadowed by Neptune. He is between Neptune and Saturn. Neptune may trick him into believing he will win; Saturn will hold him back. The signs are against him."

L. J. Jensen, Kansas City business man and stellar prophet, went even further, tossing a horoscope for the election itself. The success or failure of any "movement" such as this, he explained, is indicated by the position of the stars at its inception. And this, he felt, foretold Landon's defeat.

General purpose of this initial get-together of horoscope enthusiasts was to launch astrology toward a position of dignity in the scientific world. Through serious application, study and lack of buncombe the astrologers hope to become accepted by other scientists as fellow workers in good standing.

Leader's Objective—"The idea must be dispelled," said Dr. W. M. Davidson of Chicago, National Secretary and "father" of the meeting, "that astrologers are allied with fortune-tellers and crystal-gazers."

Delegates approved the creation of a National Astrological Center equipped with a research laboratory and modern astral observatory. As part of the research program it is planned that members leave behind them at death a complete story of their lives so events may be checked with their "astral currents" and be used as bases for study.

Distinguished at the gathering was seventy-two-year-old Mrs. Max Heindel, head of the Rosicrucians Order in Oceanside, California. She garnered much attention in a smart, slinky crape gown, slit to the knees, with the yoke and sleeves ornamented by embroidered silver dots, dime-size, suggestive of stars.

Speaking for the women delegates, she said the All-American Astrological Convention had a dual purpose; exchange of ideas and consolidation of knowledge and, most important of all, the elimination of pseudo-professionals who are prostituting "the divine science of the soul."

COLUMNISTS KEEP CANDIDATES' SCORE

Political Writers Give Colorful Interpretations of Campaign

Walter Lippmann, New York Herald Tribune Syndicate, in 139 newspapers: "The fundamental difference between the two candidates lies, it seems to me, in this: Responding to a national impulse for recovery and reform, Mr. Roosevelt has conducted his Administration as a personal, factional and partizan enterprise: Mr. Landon must, because the Republicans can not control Congress in the next four years, establish a government of national union. Mr. Roosevelt has not collaborated even with important elements of his own Party, much less with the conservative Republicans. Mr. Landon has no choice but to collaborate fully and continually with the opposition. He will never command a majority. He must persuade it. . . .

"Considering the problems which must surely be met, above all the problems which may have to be met if worst comes to worst in Europe and Asia, a confident solidarity among the American people is, I think, of paramount importance. No great interest must be made to feel that it is unrepresented and is irresponsible. After such spending as is now going on, retrenchment is likely to be achieved only if both Parties share the onus; it goes without saying that to preserve American neutrality in a war, to protect the vital interests of the country, to withstand the economic and emotional shock, nothing less than a government of national union would be sufficient.

"I think that is the most important thing to be gotten out of this election. And because I am convinced that Governor Landon is in a political situation where he must conduct a government of national union, because I believe that by temperament and by his views he is disposed to such government, I shall vote for him."

Heywood Broun, United Feature Syndicate, Inc., in thirty-six newspapers: " 'Walter Lippmann has come out for Landon.' That was the sound which awakened me from deep slumber. It was mixed with the beat of a lazy surf upon the beach and the shrill cry of gulls. Indeed, I thought it was no more than some accidental sound-effect which made the birds, the waves and all nature whisper in awe, 'Walter Lippmann has come out for Landon.'

"But investigation proved that the words came from a startled house-guest who had been the first to burst into *The Herald Tribune*. It had been a fair day up till then, altho a little humid. But now I saw an ominous cloud in the sky as big as my hand. I knew that soon there would be high winds and lightning. Mr. Lippmann does not speak in any still, small voice.

"And even in the coming of the Wading River Hurricane I could see a silver lining. Sooner or later Mr. Lippmann must say something, and why not now? Of course, I was sorry not to have been in town to observe Park Avenue. They tell me that the dowagers stood three deep just on the rumor that Mr. Lippmann had committed himself. And then the word came and was passed along from one old lady to another. One dear matron slightly confused things for a time by getting the message just a little wrong. She thought she had been told, 'Landon has come out for Lippmann.'"

Dorothy Thompson, New York Herald Tribune Syndicate, in seventy newspapers: "There is a great deal of Mugwumpishness this campaign year, and it might not be unuseful to try to analyze the feeling. What makes a Mugwump? . . . These Mugwumps, as far as my investigations reveal, like the following things about the Administration: They like the SEC, the deposit insurance, the reorganization of the Federal Reserve (by and large they blame the bankers for a good deal). In principle, they like the spending program. . . .

"They believe that the present Administration is, as far as efficiency goes, one of the worst we have ever had. They think that it is wasteful, extravagant, extremely debonair about the taxpayer and full of crackpots. . . . But behind all this there is something else, far more important. This is a premonition that this Administration is a farce or something; that everything isn't what it seems, and that something is being put over on them. They aren't Communists, or Socialists, or Fascists, or Laborites. They believe in private enterprise, accept the capitalist system, and want to see it work with more justice, more evenness, and more intelligent control. . . .

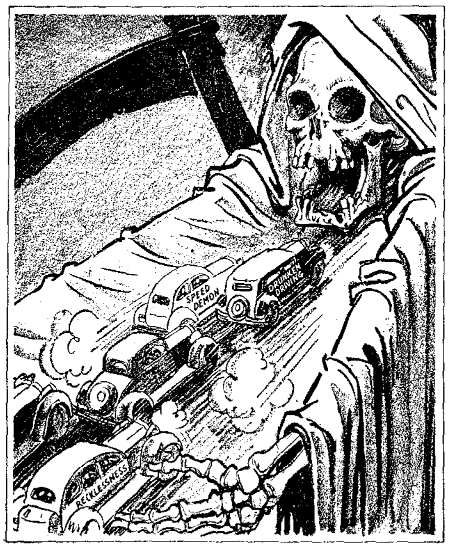
"On the whole, they would like to see this Administration go out. They have thought that Governor Landon was their man. But they want to be sure that certain gains that have been made will be consolidated. And that is just what they are beginning to doubt. They are afraid that the baby is going to be thrown out with the bath."

Hugh S. Johnson, United Feature Syndicate, Inc., in thirty newspapers (permission New York *World-Telegram*): "He [Landon] has proved to the satisfaction of the most stubborn skeptic that he knows just how many elderberries to pick for a pie. But he has yet to prove that he knows his berries or what to do with the Presidency if he gets it. Perhaps that is not very important, because John Hamilton and Frank Knox and several others of the old Tory persuasion are demonstrating that they know exactly what he will do with it. They will make him put it right back in the groove where Herbert Hoover left it.

"If we have to do that, most of us would rather have Herbert, who at least knows what he is talking about. . . . The speeches of Knox and Hamilton are already in hopeless disagreement with Landon's, and the boys in the ballyhoo batteries don't dare shoot because they don't know any more than the country knows what Mr. Landon stands for. The suspicion grows that the trouble is not statesmanlike restraint but utter bewilderment.

"Oratorical delivery is not very important. But when a man can't lift his eyes from a ghost-written political speech without either losing his thought or repeating from the beginning, you can't escape the impression, not of flesh and blood and fire and spirit, but of a phonograph record. The good Governor came on the radio in one speech to crowd out Col. Lemuel Q. Stoopnagle in 'keeping Stoopnagle out of the White House.' Some listeners resented the interruption, but most were not aware of it. They just thought it was a new stunt by Stoopnagle."

Topics in Brief



A LANE WITHOUT A TURNING

—Doyle in New York Post

IN Kansas one of the hardest things to keep down on the farm is the farm.—*St. Louis Star-Times.*

IF automobile production continues brisk we may eventually have two cars for every filling station.—*Florence (Ala.) Herald.*

BUT how could the meek inherit the earth when there wouldn't be any lawyers here to draw up the papers?—*Providence News-Tribune.*

IF, as they say, the quickest way to lose a pal is to lend him money, this ought to be an era of lasting friendships, anyway.—*Boston Herald.*

CHARITABLE ruling of WPA: Pay a man just enough to keep him alive; fire him if he refuses to take a job that pays less.—*Dayton Journal.*

THERE'S only one way to retire—that's to retire in time every night to get up early to go to work again.—*Henry Ford in Boston Daily Globe.*

"IN recent years," says a political observer, "radio has done away with the front-porch campaign." Well—radio and the wolf.—*Detroit News.*

GRASS fires in and about Sedalia, Missouri, are so common a visiting carnival has been advised to cancel the hula-dancer. —*Atlanta Constitution.*

IT'S a good thing the Dionne quins have suggested no new ideas to the movie exhibitors. Double features are bad enough. —*Albany Knickerbocker Press.*

WE understand Hervey Allen saw the picture version of "Anthony Adverse" and that it gave him an idea for a new novel.—*H. I. Phillips in New York Sun.*

OH, yes, even as far back as the turn of the twentieth century, girls sometimes stained their finger-nails, but they did it hulling walnuts.—*Washington Post.*

THINGS are better. There are now more people dodging work than there are looking for it.—*Atlanta Georgian.*

A WASHINGTON curator says her pet frogs try to imitate political orators on the radio. Turn about is fair play.—*Philadelphia Evening Bulletin.*

THE most puzzling thing about the Spanish revolution is that some alert American advertiser isn't sponsoring a broadcast of it.—*St. Louis Star-Times.*

ACCORDING to a news-commentator, Landon is laboring in a state of uncertainty. And Farley claims it's the only one he'll carry.—*Providence News-Tribune.*

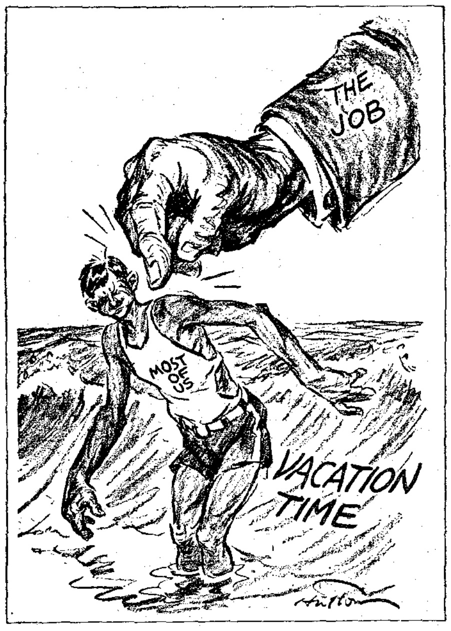
FAMOUS Communists will not be permitted to enter this country. There is scarcely enough radio time available for those already here.—*Washington Evening Star.*

HAVING cleaned up on Ethiopia, Mussolini considers taking a whirl at Spain. Easy, Benito! History has little to say about conquerors who split double-headers. —*Cedar Rapids Gazette.*

UNLESS some steps are taken to curtail it, this new gabby game of knock-whosis is going to be thus:
"Knock, knock——"
Boom!—*Kansas City Star.*

JUDGING by the way the Spanish women hold their rifles, as shown by the pictures coming from that war-torn country, they are about as much of a menace to one side as the other.—*Clyde Moore in Ohio State Journal.*

ALBERT PAYSON TERHUNE says that if a dog shows signs of attacking you, you should stand perfectly still, with heels pressed together and arms folded with the palms of the hands flat against your chest. Wonder if that'd work with a bill-collector. —*Manchester (N. H.) Union.*



"WELL—TIME'S UP!"

—Hutton in Philadelphia Inquirer

Foreign Comment

SPANIARDS SCORN TALK OF ARMISTICE

Both Sides Prefer Fight to the Death as Rebels Take Irun

At the shrill call of Government buglers, firing between Loyalists and Rebels in the Alcazar, doomed Toledo fortress, suddenly died down last week. Maj. Juan Rojo of the attackers stripped off his pistols, and with folded arms climbed awkwardly over the stone walls. Under a truce arranged by telephone, he permitted himself to be led blindfolded to the Rebel leader.

Then he made a last appeal to the 1,000 officers and cadets, who had held the fort for six weeks, to surrender, or at least to permit evacuation of 400 women and children held with them in the damp cellars. Col. José Mascarron received the emissary coldly. "Whatever befalls me and my men shall befall us all," he proclaimed. The emaciated, half-starved band pinned their hopes on a Rebel rescue, and boasted that Gen. Emilio Mola, who at that moment was storming the northern port of San Sebastian, was already at the gates of Madrid.

"You can send us a priest," the Colonel added, "in case we need the Last Sacrament."

Next day a curate visited the besieged, celebrated mass, and baptized two babies born in those cellars from which they may never emerge.

At the end of nine weeks' terror and bloodshed, talk of an armistice in the Spanish civil war rose more frequently, but both sides scorned it, publicly, at least, preferring a fight to the death.

Irun Smolders—On the northern frontier, Irun, which Loyalists fired before its capture by Rebels, still smoldered—a fierce lesson to property-loving Basques on the Government side. At San Sebastian, they fought their Anarchist allies in the once aristocratic resort as fiercely as they repelled the Rebel guns.

The victors of Irun, under General Mola, swept on from the east, Moors and young Carlist monarchists closed in from the west, and from the Bay of Biscay the Rebel war-ship *Espana* shelled the city day and night. Anarchists and Communists determined to burn it rather than let it fall into Rebel hands. Basque mothers with babies in their arms begged tearfully for the safety of their homes, and Antonio Ortega, Municipal Governor, backed them up. "There will be no burning of San Sebastian while I am alive," he promised. Showing mercy almost unprecedented in the frightful struggle, he shipped 625 hostages down the bay to Bilbao, to prevent their massacre by Reds.

Pix

Pitchforks and rifles . . . harvest between battles

Finally, Rebels stormed Fort Santa Barbara, key to the city's defense. Loyalists split two ways, Socialists and Basques against Communists and Anarchists, and fought each other rather than the enemy. Disarming the Reds, the Basques poured into sewers the gasoline Leftists had set to burn the city. Meanwhile, the main body of Loyalists sped by truck, steamer and fishing smack to take up the defense of Bilbao, the Rebels' next objective.

Fascists in Control—The hurried flight left the Fascists in control of a city invaluable strategically: it cuts off the Loyalists from friendly France; it gives the victors a northern port for receipt of arms, and it permits them to move southwest toward Madrid without danger of rear attacks.

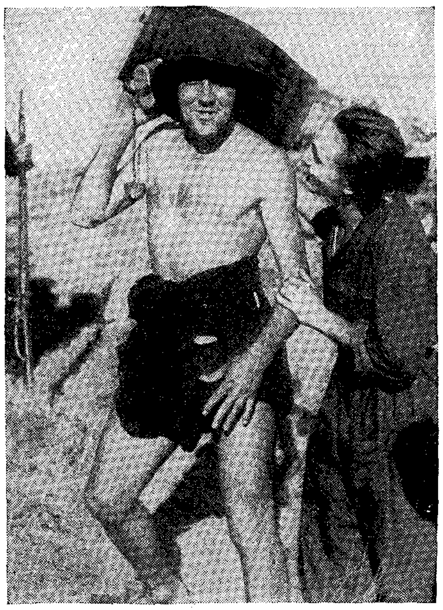
This was the only outstanding change last week. Near Madrid, Government troops fought more or less fruitlessly on a 115-mile battle-line, which zigzagged between thirty-five and sixty miles from the Capital, swinging from Toledo east and north to the Guadarrama Mountains. On the southern plains, men fought in heat so fierce that their feet split open, while in the mountains intense cold forecast early snow and spurred Rebels under Gen. Francisco Franco with the need for haste.

The Government controlled land peopled by only 7,000,000 to the Rebels' 15,000,000. Madrid's chief hope lay in the unexpected slowness of the foe's advance. Every day the fight drags on means twenty-four hours' more training for the raw workers the State had to hurl against its rebellious Army and the fierce, experienced Moors brought up from Africa.

Resentment at the use of these "savages" against the Spanish people spread daily, until it seemed a generation could not live down the bitterness. Walter Duranty of the New York *Times* described them in action, looting and killing indiscriminately with their long, curved knives.

Under the new Socialist Premier, Francisco Largo Caballero, who, like the German Dictator he detests, is a former house-painter, Madrid settled down to a struggle in which there can be no compromise. As a symbol of the new order, workers melted down the bells of ruined churches to make armored cars.

Bombing Denied—Meanwhile, Madrid denied responsibility for the attempted bombing of the United States destroyer *Kane* late last month. Expressing regret for the incident, the Government insisted it had no planes in the vicinity, indeed owned none of the type described. General Franco's answer proved less definite, admitting that "the possibility of an error of such deplorable consequences can not be excluded."



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Water for Spain's powder-parched throats

To avoid a future incident, the four American war-ships in Spanish waters last week got orders to steam toward Gibraltar or the French Coast. Their departure left about 160 frequently warned Americans at Madrid, in addition to "one or more small groups in the interior," cut off from the coast for more than two months.

As the fighting continued, negotiations to confine it to Spain by an international neutrality agreement broke down in London. Fascist Portugal declined to join the twenty-five nations represented there, pleading a Spanish Red victory would endanger her régime. Altho France and Britain offered to guarantee Portuguese independence, Lisbon refused to budge.

But when a Spanish official complained of Fascist aid to Rebels, Duranty pointed out its bright side. "It is your ace of trumps, and you must keep on playing it," the famous reporter of the U.S.S.R. remarked.

"It was foreign intervention which enabled the Bolsheviks to beat their White opponents, and your Spaniard is far more a nationalist in feeling than the Russian. You should rejoice at foreign intervention—it will win the war for you."

ROYAL TROTH: Heiress to Netherlands Throne Says "Yes" to German Princeling

Orange rosettes, symbol of the Royal House of Orange-Nassau, wilted in thousands of loyal Dutch button-holes, but the heavy rain could not drench the high spirits of the crowd which waited one day last week outside Noordeinde Palace at The Hague. An automobile drew up before the yellowing old building, and the tall, bespectacled driver and a plump, blonde young woman got out.

"Hoera!" (Hurrah!) Netherlanders cried, as Queen Wilhelmina kissed her daughter demonstratively. The monarch had just announced the engagement of her only child, Juliana Louise Emma Maria Wilhelmina, Crown Princess of the Netherlands, Princess of Orange-Nassau, and

Duchess of Mecklenburg, to Prince Bernhard Leopold Frederic Eberhard Jules Curt Charles Godefroi Pierre zu Lippe-Biesterfeld (see page 48).

The Prince—Bernhard, who at twenty-five is two years his fiancée's junior, was only seven when the Hohenzollern Empire collapsed and his uncle, Leopold IV, renounced the Throne of the minute Principality of Lippe. Few facts glimmered last week through the obscurity which shields the little known Prince, whose family's titles date from the twelfth century. Prince Bernhard works for the great German dye-trust. He shares a small apartment in Berlin with his younger brother, Ernest.

Like the Princess, "Benno," as friends call him, excels at tennis and skating. A linguist with perfect French and English, and reputedly a brilliant student, he nevertheless can not match his future wife's scholastic accomplishments. While Bernhard neglected to take his law degree in Berlin, Juliana was trained for her job of ruling from childhood by the sober-minded Queen. At the University of Leyden, where she registered incognito, the Princess slaved over history, mathematics, economics and seven languages. To her numerous titles she can add a well-won Doctor of Philosophy and an honorary Doctor of Letters.

Precedent for War—One decision the future Queen and her consort may well hope to be spared: what to do in the event all Europe goes to war during her reign, as it did during her mother's.

When Queen Wilhelmina was forced to choose in 1914, she stuck grimly by her resolve to remain neutral. The fact that her husband had been a German did not influence her in favor of the Central Powers, and she turned an equally deaf ear to the entreaties of the Allies.

Now Holland is to have another German Prince Consort. And if those tacticians in the Reich's General Staff who are reputed to favor invasion of the Netherlands in the event of war with France or England see their plans carried out, it will be an unhappy day for young Prince Bernhard and his royal lady.

The Princess—Juliana is sole heiress to her mother's tremendous wealth, which yields an estimated annual income of $5,000,000. Twenty times reports of her engagement have splashed across the front pages of the world press, only to be promptly denied by court officials. According to one story, King Edward VIII, as Prince of Wales, was entranced by the Princess' brilliance and wit, and tried to persuade his brother, the Duke of Gloucester, to court her. But the Duke had other plans*.

Popular sentiment turned toward a Swedish prince, and King Gustaf's relatives—Sigvaard, Bertil, Carl Johann, and only last month Prince Charles—figured in the rumors so often that Dutch householders had laid in supplies of Sweden's blue and gold flags for the expected announcement.

Hendrik's Fate—But the husband of the future Queen of the Netherlands faces a thankless job, and the fate of the late Prince Consort Hendrik apparently deterred many an ambitious youth. The youngest son of the German Duke of Mecklenburg-Schwerin learned soon after his marriage that he had assumed a ticklish rôle. He could not share his wife's Throne, and on State occasions he walked slightly behind her. While the Queen rode through the streets smiling at bowing subjects, the Prince at her side stared straight ahead. Rigidly avoiding political activities, he devoted himself to such non-controversial interests as the Red Cross and Boy Scouts.

Moreover, the stilted court and Calvinist private life of the Queen proved deadly dull to the genial man trained in the gay, care-free life of Prussian cavalry officers before the War.

"Mother takes me to church," Juliana once said. "Father takes me to the movies."

As the years passed, the Prince Consort learned to keep his place. At the Olympic Games in Amsterdam, eight years ago, the Queen presented gold medals to the winners. Then her Consort graciously distributed silver prizes among the second best.

Prince Hendrik lived on an allowance from the Queen's vast income. Sometimes the expense of parties he staged far from the family scene exceeded his comparatively meager stipend, and the talk ran through the Netherlands.

"Benno" will be spared this humiliation. Under a constitutional amendment now pending, the State will grant him 200,000 florins ($136,000) a year of his own, to be deducted from the $840,000 allowance of the Queen and her daughter. Hollanders would consider it a good investment if it gave the country what it has not had for forty-one years—a male heir to the Throne.

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*Last November 6, he married Lady Alice Montagu-Douglas-Scott, a Scotswoman.

Pictures, Inc., radiophoto

Dutch "hoeras" greeted the engagement of Crown Princess Juliana to Prince Bernhard of Lippe

Germany's Lost Colonies

Colony	*Mandate*	*Pop.*	*Comparable Area*
E. Africa (Tanganyika)	Belgian & British	4,958,505	Texas & Nevada
S.W. Africa	Union of S. Africa	266,930	Montana & California
Cameroon	France	2,296,457	California
Cameroon	England	778,352	Maine
Togoland	France	753,300	W. Virginia
Togoland	England	293,671	Maryland
Caroline Isl.	Japan	26,332	N. Y. City
Kiaochow	China	390,337	Atlanta (and *environs*)
Marshall Isl.	Japan	10,371	Philadelphia
Nauru Isl.	Australia	2,696	Wilkes-Barre, Pa.

RATTLING SABERS: Hitler Demands Colonies; Russia Intensifies Drilling for War

"If I had the Ural Mountains with their incalculable store of treasures in raw materials, Siberia with its vast forests, and the Ukraine with its tremendous wheat-fields, Germany and the National Socialist leadership would swim in plenty!"

Sixty-five million Germans last week heard these words from the lips of their Hitler, speaking to leaders of the German Labor Front at the climax of the National Socialist Party Congress in Nuremberg. What did they mean?

To Frederick T. Birchall of the New York *Times*, who also heard them, "there was no expression of a wish to acquire these resources . . . distinctly no threat. Yet . . . one was conscious that a thought had been cast into the pool of German mentality. . . ."

Colonies and Communism—Only a day or two before, *Der Fuehrer* had told the same throng of more than 300,000 party jobholders wedged among the Gothic towers of the ancient Bavarian city:

"Germany can not yield regarding the question of obtaining her colonial rights."

And Dr. Paul Josef Goebbels, Minister of Propaganda and Public Enlightenment, had cried: "Bolshevism must be annihilated if Europe is to live."

What was the connection between colonies and the annihilation of Bolshevism? If the Chancellor's specific mention of three Soviet Russian territories did not supply the answer, British and French observers last week put two and two together, found that the demand for colonies and the tirade against Communism could be bracketed in an ultimatum to Europe:

"Colonies, or a free hand in Russia."

Propaganda—For months, every package of cigarettes sold in Germany has been covered with pictures of pre-War German colonial life. For months, every newsreel has shown views of life under tropical foliage. The initiated knew that Germans' minds were "being prepared," that eventually the flat demand for colonies would be thundered in some such spectacular setting.

On the Sunday following Hitler's wishful musings over the Urals and Ukraine, an "unofficial" colonial campaign was launched with rallies, speeches and band concerts, in Berlin and throughout the country. On strategic squares in the Capital, sound-trucks emblazoned with placards reading "Rally Ye Vanguardists," or picturing the vivid Nazi swastika against the background of Mt. Kilimanaro in Tanganyika, drew crowds. Gay young women and brown-shirted Storm Troopers passed among the throngs to get thousands of enrolments in the Reich Colonial League.

Soldiers Help—Veterans of the Imperial Colonial Army, former East African settlers and heroes of the Southwest Africa *Schutztruppe* in the World War, dressed in the uniforms of Hohenzollern glory, helped pass enrolment scrolls. One, with six medals strung across the front of his khaki tunic, swept his broad-brimmed hat from his head, bellowed:

"You heard *Der Fuehrer* yesterday proclaim our need for resources like those of Russia. If we had Tanganyika back, we would need worry no longer. And the way to get colonies is to back *Der Fuehrer* and show the rest of the world he has the whole-hearted support of 65,000,000 Germans."

Official Berlin thought the Government would refrain from pressing the colonial demands in European Chancelleries until semiofficial organizations and the press had worked up popular sentiment.

Apparently Moscow was not disposed to wait. During the Nuremberg "annihilation" speech, Soviet airmen dropped 1,200 soldiers, 150 machine-guns and 18 cannons by parachute, in the rear of an imaginary enemy on the Volga River.

FRENCH STEW: Tire Workers' Strike Ousts Prefect and Adds to Premier's Wos

Pierre Trouillot, Prefect of the Puy de Dôme Department in south central France, is an ardent hunter. The day the season opened last week, he tramped happily through the fields and woods near Clermont-Ferrand, shooting hares.

While he dreamed of a wine-rich stew, trouble spread in the industrial city. About 7,000 Communists, on strike in protest against a comrade's discharge, seized the great Michelin tire plant and refused to permit 3,000 Rightist employees to work.

The non-strikers marched in orderly formation through streets lined with box-like yellow stucco houses, built by the paternalistic Michelin brothers. At the Prefecture, a delegation of workers entered to air their grievances. While they argued endlessly with clerks, the crowd half-playfully pushed its way inside the garden wall. Once there, they realized they had seized the seat of government.

In and Out—Hurriedly summoned from the fields, M. Trouillot dashed up, panting. The non-strikers, by that time an angry mob, arrested him. When Mobile Guards raised their guns to fire on the insurgents, the latter threatened to kill the breathless hostage. The officers withdrew, leaving the crowd within surrounded by raging Communists. That evening, with the authorities still powerless, Pierre Michelin persuaded his loyal workers to go home.

The fiasco cost M. Trouillot his job. As a symptom of the dangerous industrial disturbances sweeping France, it even threatened Premier Leon Blum's.

Last July, after innumerable "folded arms" strikes, Minister of the Interior Roger Salengro wangled a vote of confidence from the Senate only through a reluctant promise that thenceforth the Government would use all the power at its command to prevent the illegal seizures. But tho Blum acted against the Rightist workers at Clermont-Ferrand, he left the Communists in control of the plant, with their Red flag flying, until the Michelins granted their demands. Nor did he move against strikers in Paris, Marseilles, Grenoble, Lille, Le Havre and the innumerable other French cities where workers held factories.

No statesman in recent times has had to meet problems as serious as those which confront Premier Blum. If his neutrality negotiations break down, it is felt that war will almost certainly follow. If, on the other hand, Spanish Leftists fail for lack of help France could give, and a third Fascist neighbor lies at her gates, the French Republic itself may fall.

Keystone

Throughout France Leftists huddle, grumbling over Premier Blum's refusal to ship arms to Spanish comrades

Balancing Act—Like a circus performer trying to ride three horses, Blum has striven to control the moderate Radical Socialists, Socialists and Communists who compose the Popular Front which swung him into power.

While the Premier heard tales that Red workers planned to seize certain plants and run them on a Soviet basis, danger also loomed on the Right. Col. François de la Rocque, the Associated Press stated baldly, was warning Fascists in his Social (formerly *Croix de Feu*) Party to prepare to take over the country "in the event of a breakdown of governmental authority."

But perhaps the hardest duty of the Premier, a scholarly doctrinaire who for years pledged his Party's opposition to all arms expenditures, was to meet the threat of the rearming Reich. Answering Hitler's recent decree which raised Germany's conscription term from one year to two, and gave the Reich 800,000 soldiers to France's 654,000, Blum sadly consented to spend an additional $263,000,000 for defense this year. To mechanize the army and double the air-force under his new four-year program, he must find $921,000,000 more.

SAVIOR "TOMMIES": British Guardsmen Take Charge to Restore Peace in Holy Land

In the land that flowed with milk and honey—once prosperous, populous and peaceful Palestine—lie 600 Jews, 100 Arabs and countless British soldiers—victims of a seemingly endless battle for the Promised Land. Last week, a twentieth century Irish Joshua in the smiling guise of Maj.-Gen. J. G. Dill, appointed "Supreme Military Commander" of the Holy Land, left London for Jerusalem via Marseilles, to lead 20,000 British "Tommies" as modern Children of Israel into Canaan.

Reenforced by seven ship-loads of British troops, they will put down the "violence and outrage" instigated by Jerusalem Arabs, which threatens to get out of hand.

The authority of Major-General Dill supersedes that of Sir Arthur Grenfell Wauchope, High Commissioner for Palestine.

Force for Terror—With ambushes and raids by Arabs—modern Canaanites—primarily aimed to discourage Jewish immigration, reaching a point of uncontrolled rebellion, Britain hopes to crush terrorism with military force and carry out her "mandatory responsibilities."

Six transports have sailed from Southampton and one from Liverpool, followed by two battalions of Coldstream Guards to restore order out of chaos "with the least possible delay."

Martial law is in full force in Jerusalem, inhabitants ordered to remain indoors twenty-two out of the twenty-four hours. Military patrols only are observed on the streets. Freedom of movement is permitted between 4:30 and 6:30 P.M., during which brief respite the streets spring to life and

© International from Hearst Metrotone News

Holy Land, scene of unholy hatred: deserted street in Jerusalem patroled by British soldiers

as quickly resume a tomblike gravity when recess ends.

The situation is delicate; Pan-Islamic feeling is high, on the heels of happenings in Ethiopia; solidarity of the Moslem world increases with treaty agreements between the three chief Arab States, and the French-Syrian Treaty according sovereign powers to a large Arab territory bordering Palestine, similar to those conferred by Britain upon Irak in 1932.

Major-General Dill, "the intellectual soldier with Irish wit and humor," has smiled his way through many a previous difficulty. If he does not fail this time, one of the oldest countries of civilization may yet take its place on equal terms in the British Commonwealth of Nations.

INSECT SONG: Ears of Japanese Children Attuned to Harmonies of Crickets

Tinkle of tiny bells—voices of Suzu mushi
I hear in the Autumn dusk—and dream of fields
at home.
—Old Japanese poem.

Before thousands of tasseled bamboo and lacquer cages the size of match-boxes, Japanese children, at this season indulging the autumn cult of "singing insects," stand on tip-toe in ecstasy. Black eyes glowing, they strain shell-like ears for every overtone in the tinkle of the tiny, black-backed, yellow-bellied "bell insect," *Suzu mushi.*

To their elders hovering near-by, the couplet to *Suzu mushi* evokes exactly the emotions stirred in the Occident by "Home, Sweet Home" and "Suwanee River."

Cherished as tenderly as any Hartz Mountain "roller," safe from horny bird-beaks and stifling spider-traps, gorged on wafer-sliced cucumber and pallid baby bamboo-shoots, spoiled by all the family and almost worshiped by the kimonoed children, the *Suzu mushi* will chirp his silvery melody all this month and next.

Dewy Cup—By day, his cage will dangle in an open window, in a dwarf tree or a midget garden growing in a shallow bowl. At dusk, a wooden-sandaled child will clack-clack over the stepping-stones to hang the cage in the branches of a real tree, that *Suzu mushi* may refresh himself with a nightly "cup of dew."

He must not die. For his hosts believe that more than possibly he is the temporary reincarnation of some revered ancestor. Late in autumn, when song grows sluggish and is spaced by long silences, mother or older sister will carry the cage to city park or open field.

There, in a semicircle, all will kneel. With tip of finger-nail, the eldest will lift the cage-door, smaller than a postage-stamp. As black eyes moisten, *Suzu mushi* will hop out and away, free to meet his insect destiny.

For centuries of Japan's long history, musical insects have been objects of affection and veneration. Emperors have fancied them. Nobles have hunted them. Poets have lavished upon them a literature of the classically perfect, but exacting, verse-form called *uta* and *haikai,* in which profound thought is phrased or swift vision brushed, in seventeen or thirty-one, not words, but syllables.

English Hint—Heaven-born majesties, their ladies, in palaces, bare-footed farmers, their muddy-legged wives in rice-paddies, write the *uta* and *haikai.* Few are translated. Suggestion in English, but on a bird not a bug, is Tennyson's:

The swallow-flights of song that dip
Their wings in tears, and skim away.

Prosperous, impatient Nipponese buy high-priced, hot-house-bred, preseason cheepers; cage them in exquisitely carved standing or hanging prisons or, better, wear them as pendants in minuscule cages of ivory, carved dry lacquer or dark polished hardwood cut in floral forms.

Prices fall rapidly with the season's advance, when farmers, crouching by night with candles to lure and with small nets to catch, bring in outdoor-bred singers to be sold at from a cent to a quarter each—without the cage—according to rarity and beauty of song.

Tiny Song—One insect orchestra is *Kutsuwa mushi* (bridle-bit insect), so named because his song recalls the jingling of the silver bridle-bits of old Japan. Beginning with a thin, whizzing sound, his lay changes to a quick clatter of tiny castanets, modulates suddenly to ringing tones, as if he were frenziedly beating a Lilliputian gong.

Haotari (the weaver), so christened because his long legs move like granny's hands at the loom, is a bright green grasshopper. Children imitate his song as *Jii chon-chon.*

Hirigirisu, another grasshopper, is a familiar character in folk-lore, whose vigorous, clear note is translated as *Tsuzure sase, sase.*

Kusa hibari, another, is called "morning-bell." His cousin *Kuro hibari,* is rarer, harder to catch, but easy to breed in captivity.

Kin hibari (golden lark) is found even in Tokyo, on the banks of the lotus pond in famed Ueno Park.

Matsumishi (pine-insect) lives in groves of pine and cryptomeria; sings *chinchirorin;* has been celebrated by Nipponese versifiers for 1,000 years.

Kantan, cheap, cheerful, popular, dark brown, night-singing, cricket is bought in quantities by American tourists, usually women, who drive steamship stewards frantic with requests for slivers of lettuce and cucumber; bitter protests by husbands whom *Kantan* keeps awake. Outcome, *Kantan* dies; or honorable husband sleeps on deck in steamer-chair.

Rarer are *Kane tataki* (gong-beater), and *Uma oi* (horse-driver).

Warm Soul—Foreigners, chilled by the inscrutable faces of Japan's millions, and suddenly discovering the singing-insect cult with its jewel-like cages and sonnet-like poetry, feel they have found a window giving on the lighted interior of the warm, but thickly walled, Japanese soul.

The late Lafcadio Hearn, opening one such window after another, found therein such charm that he renounced his American soul.

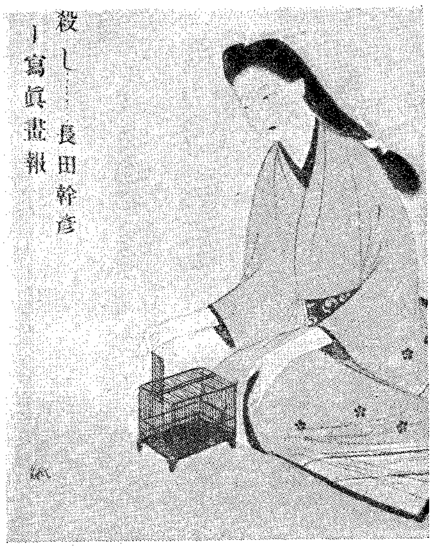
"We may boast of being their masters in the mechanical—their teachers in the artificial, in all its variations of ugliness; but in the knowledge of the natural—in the feeling of the joy and beauty of earth—they exceed us like the Greeks of old," he wrote.

"Yet perhaps, when our blind aggressive industrialism has wasted and sterilized their paradise—substituting everywhere for beauty the utilitarian, the conventional, the vulgar, the utterly hideous, we shall begin with remorseful amazement to comprehend the charm of that which we have destroyed."

An ancient cult is that of Japan's singing insects. Where crowds still stand silently at historic Sagano, listening under the stars to the bell-tinkle of *Suzu mushi,* court nobles with candles and nets crept about in the dark capturing the tinkler for the Emperor as early as the second year of Kaho (1095 B. C.).

By the seventeenth century, catching and caging them was a popular pastime, and buying and selling them an established commerce.

Amid the hum of modern textile-spindles and the struggle for foreign markets, it still survives.


殺し……長田幹彦
」寫眞畫報

Suzu mushi, cherished "bell insect" of Japan, is given freedom at the end of its singing season

STYLE MARSHAL: China's Dictator Turns Czar of Fashion With Ten Commandments

Chinese Generalissimo Chiang Kai-shek, last week in Peiping, pointed a warning finger toward Celestial blue heavens, waggled a square, clean-shaven jaw and, like Moses on Mount Sinai, thundered forth a newly concocted "Ten Commandments of Feminine Fashion."

Thus a Dictator turns Style Monarch. Freedom of the press, but no freedom of dress will be allowed in China if the head of the "New Life Movement" has his way. No more frills and folderols; no slit-skirted sheath-gowns. Gone, too, are cerise finger-tips and crimson lips; no unnatural curls in naturally straight, ebony black Chinese hair; no swishy petticoats; no pots of rouge. As God made woman, so she should remain.

"We aim at the regeneration of the Chinese people," spoke the Generalissimo from his political Sinai, "and shall return to the simple dress worn by China's grand-mothers."

Husband's Aid—Mme. Chiang Kai-shek who, last year in Shanghai, interceded on behalf of foreign journalists for a more liberal policy of censorship—and obtained it—now heads her husband's modesty crusade, ordering all Chinese women and girls to wear garments covering the entire body.

Posted conspicuously throughout Peiping are the following Thou Shalt Nots, infringements of which are punishable by law:

1. No tight, figure-conforming dresses.
2. No thin dresses.
3. No coats permitting undue exposure.
4. No clothes not covering the knees (women engaged in hard labor not included).
5. No short coats not coming below the hips.
6. No gowns with slits reaching as high as the knee.
7. No sleeves not covering the arm-pits.
8. No foot-binding (but this shall not include women over thirty).
9. No underwear, nightgowns or pajamas for street wear.
10. No waist-binding or wearing of corsets.

This is not a new story. On September 1, 1935, Gen. Chan Chai-tong, as head of the South China Government, issued a decree that no native-born women were to be allowed on the streets of Canton unless modestly attired in long-sleeved dresses with high necks and slitless skirts. The Canton Women's Association cooperated with the Government in enforcing the law. Women pickets organized and made speeches warning the women of South China to comply with the new regulations.

Womanly Modesty—Tailors worked overtime remodeling costumes, for the Government bellowed loudly that it meant business in stopping the wearing of styles following Paris and Western trends. Wives and daughters of high officials decked themselves in the "new and fitting attire" as examples of womanly modesty.

More than 160 women in the business district of Ronam (near Canton) suffered the indignity of having characters stamped on their sleeves denoting that the ordinance against modish wearing apparel must be rigorously enforced. First offenders were warned. Second offenders forfeited their frocks at the nearest police station. Third offenders were defrocked and fined $5.

Blazing Finery—Dresses and coats were seized by the police in raids on tailor-shops and made into huge public bonfires while men looked on in amazement and women moaned in misery as their brilliant silks and satins leapt skyward in flame.

Two young women sought to dodge the police by making a short jump from a pile of artificial rocks in a dance-hall, up which ran a flight of stairs, but their high heels were their undoing. One teetered precariously, but caught herself in time, while the other fell on her head, was knocked unconscious and taken to the Municipal Hospital in an ambulance.

Altho the dress reform regulation was passed by the Political Research Institute and submitted to the Kwangtung Provincial Government for enforcement, Gen. Chan Chai-tong was the instigator of the puritanical movement. He believed that modern fashions for women meant the purchase of more imported goods, stockings, shoes and articles of adornment.*

The Canton Bureau of Public Safety searched through 1,150 shops in the city, from which 143 undesirable dresses were confiscated as "ultramodern, illuminating and extravagant."

Families of civil servants and military men were warned to be especially careful of offending against good taste in dress, following the arrest of four young women, three of whom were found to be wives of men in government service.

That there should be no doubt in the minds of feminine youth as to the proper types of attire, an official exhibition of "Styles Becoming to Chinese Women" was held by the Bureau of Public Safety and Social Affairs at the Mass Education Institute in Canton.

Press Gag—Rich and poor, young and old, the New Dress Regulation was in force, and enforced to the limit—for several months, until the women themselves staged a revolt and refused to be "cooped up in unendurable styles which compelled them to suffocate and fall sick." To-day they are enjoying the full freedom of dress, while the freedom of the press is undergoing a marked censorship.

Will the women of North China rebel as did their Cantonese sisters? Or is the return to "old-fashioned" clothing a subtle attempt to curb the onward march of "new-fangled" ideas rapidly filling the heads of modern Chinese women? Many say "yes." Woman must be kept in her place, lest, some day, she acquire the power that is the progeny of emancipation.

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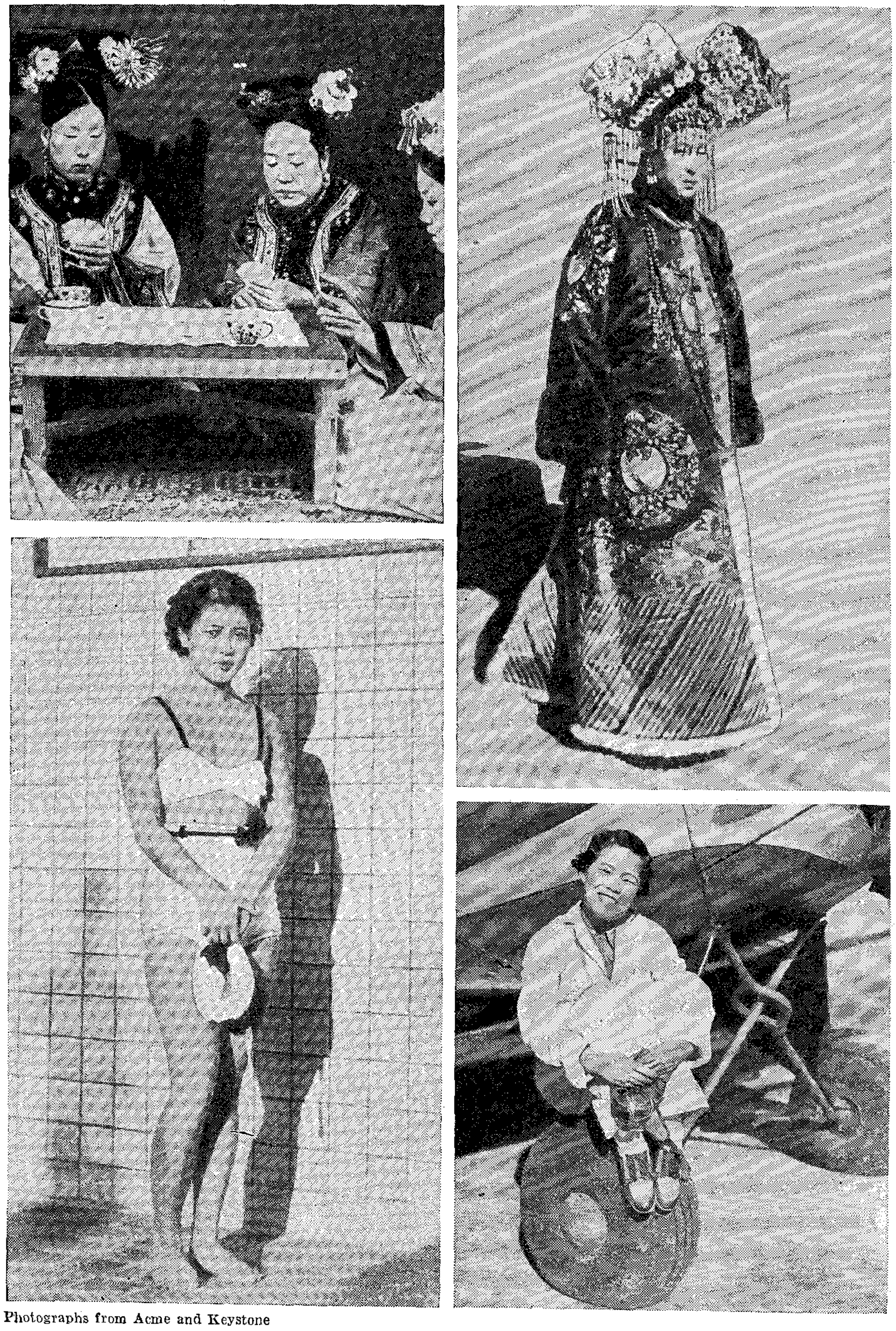
*Students were required to wear clothing made from native materials and boys were ordered to appear clean-shaven at all times.

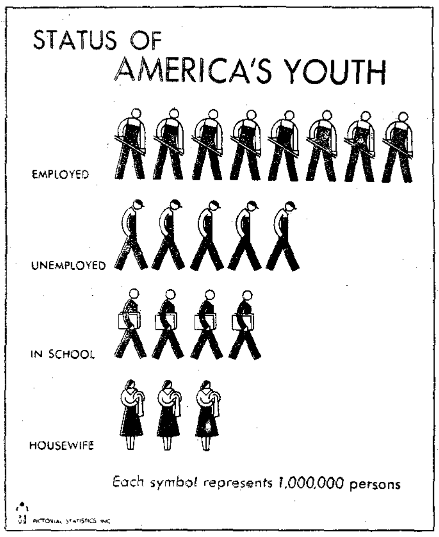


Photographs from Acme and Keystone

Manchu ladies (upper left) sip tea, play cards in ancient garb, also favored by Princess Hsiao Wen (upper right), while Miss Yeung Sau-king (lower left) breaks swimming records and Miss Katherine Cheong (lower right) flies her own plane

YOUTH, MORE SERIOUS, BACK IN SCHOOL

Changing Attitudes and Interests Mark Return to Classes



Jauntily back to the nation's schools trooped some 29,000,000 children after summer vacation this week.

Elementary students formed five-sixths of the total. Due to a declining birth-rate, they decreased 250,000 from previous years.

Secondary ranks totaled about 6,400,000. This was a gain of 80,000, attributed to three causes:

High schools have not yet felt the effect of the falling population, which dates from 1921; some States—New York, for example—this year raised the compulsory age limit from fourteen to sixteen; economic conditions have improved.

For other reasons, tho, this sturdy phalanx of youth captured stellar interest in the annual parade of student America to class.

In a nutshell, they represented to the country at large a new generation coming of age out of the slough of the depression; *ergo*, the cultural link between the present and the future.

As such, what manner of persons are these boys and girls?

What do they think about? What do they face in school in Nashville, Bangor, San Diego or Buffalo?

Benefiting from last season's medical supervision and from athletics and more camp life this summer, they are generally healthier, stronger; in consequence, mentally more alert, eager and earnest. In pocket-money, they are slightly better off than last year.

Bright-eyed and confident, they troop back to class in sportier garb. Plaid coats with belted backs are popular with boys; sweaters or plaid blouses and tweed skirts with girls. Brown is the dominant color note.

Depression Lessons—In some parts of the country students seem more serious. Almost everywhere it is readily agreed they are more mature. Reason: effects of the depression upon their home life and doubts of obtaining congenial and profitable work after graduation.

More interested in new school vocational opportunities, hobbies, in "planned" living programs, they turn thumbs down on the "flaming" heritage of their elders. Whetting their zest for school, too, is the influx of many younger teachers with more liberal and "social" ideas and increased curricular activities.

All of this is in keeping with the students' concern with their work after completing school.

If a girl decides she wants marriage, she takes courses in cooking, housekeeping, sewing and pediatrics; if the boy decides upon mechanics, he starts learning his trade in school.

Hence, schools to-day are placing greater stress on curricular than on extracurricular activities, a step which experts regard as the most remarkable effect of the depression upon American education.

Rather than aim at scholastic attainment alone, teachers now seek to develop the usefulness of the student from a community standpoint.

Classics Losing—This week, the millions of students who flocked back to class found that Greek had virtually disappeared; so had old-fashioned formal grammar; Latin was on its way out, arm in arm with advanced mathematics. In short, the traditional classic course has become less and less evident.

In its place the students find such objective vocational studies among special courses as automotive engineering (repairing), salesmanship and store clerking, aviation, a variety of sciences, including domestic science (with a real house as laboratory); tea-room management, motion-picture technique and criticism, manual training, journalism, advertising and dozens of others.

This practicability of educational approach extends in other fields. Lately in New York, six high schools introduced courses in Hebrew and they now have requests for instruction in Polish.

Steel towns provide workers with courses on mill operation; farm communities teach dairying and tillage.

Minneapolis, flour-mill center, gives students instruction in scientific biscuit-making.

In many parts of the country, junior high school students benefit from a new guidance movement. It provides for transitory or "exploratory" courses in the printing, machine or carpentry shop. Students are thereby able to select permanent vocational work according to inclination and talent.

Ascendent Arts—But artistic life in school remains unaffected by new ideas in education. Popularly known as "fads and frills," art, music, classic dancing were universally reduced during the depression. With return of better conditions, these esthetic pursuits are making a strong comeback from coast to coast. Music, for one, is widely favored, but seldom is made compulsory any more. The accent seems to be on developing a lasting interest in these subjects.

On the side of health, schools to-day emphasize more than ever the physical and psychological needs of the student. Most large cities provide a psychiatrist for every school.

Hygiene is taught more graphically than ever before.

Each student's interest in some form of athletics has done much to improve his or her health.

Generally, intramural sports, giving each individual a chance to develop skill in some game, are edging out the old-fashioned, fiercely competitive interschool activities in athletics.

In between these activities, this fall's secondary students show a definitely greater interest in local and national affairs. Civil and political life intrigue them.

Politically, they have their own ideas, but these are largely colored by those of their parents. No small influence for this tendency is due to current trends in national government.

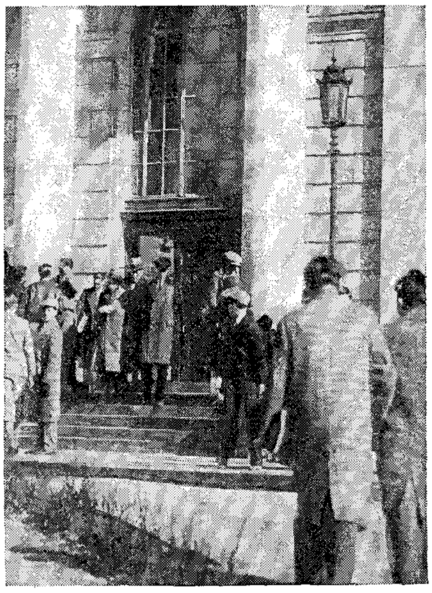
New Practicality—This heightened concern for practical things surrounding them increases the desire of the 1936 high school students to go on to college. During 1935-'36, the increase in the number of boys and girls who did so was smaller than in 1933-'34.

A greater proportion of this year's crop is expected to have collegiate aspirations, but whether they go will be determined chiefly by economic conditions.

Whatever they ultimately do, their lives in school will be influenced, more or less, by religion; to what extent is difficult to say. School leaders in some cities frankly admit the church is attracting students less and less.

Richmond, Virginia, reported they have "less regard for the church, because the church has fallen down on the job"; the Topeka, Kansas, verdict was: "disinterested"; Nashville found that "it takes a dynamic church for a dynamic youth, a church which prepares for life and not for death"; Philadelphia reported "a definite religious urge" but a more liberal attitude; Bismarck, North Dakota, gleaned "no profound interest"; Indianapolis saw no change in view-point, while Bangor, Maine, discovered "more interest" in religion.

Chicago Example—Typical of this year's secondary school youngsters is the Chicago student, described by the Board of Education there. Healthy, his number is slightly on the increase. He is more serious than in previous years, has a special interest in a particular hobby or subject. His attitude


Underwood

School-bells ring out vacation days

toward the church is wholesome. Career intended: business. Interest greater in going on to college. Favors peace as against war.

Important event in return of children to secondary schools is the big enrolment of private institutions. Increases are noted in many States, undoubtedly reflecting the heavy gain in summer camp attendance this year.

Some of the ultraexclusive boys' schools announced overflows. Generally, schools found new students healthier, more serious than in the past, eager to choose professional occupations.

And so the parade of student youth winds in and out of new classrooms, trampling down the old, rearing the new. And the busy public asks: What is the chief aim of youth education?

Writing in September *Parents' Magazine,* Hughes Mearns, child expert, replies thus:

"The older answer was scholarship. The new answer is that scholarship is not the most important aim of youth education, but personality growth rather, and social growth.

"The old education was for the few and it was sedentary; the new education is for all and it is active; ability to do is almost as worthy now as ability in knowing."

BRAIN TRUST: World's Great Minds Gather at Harvard Tercentenary Celebration

When rich* old Harvard University called a world conference of scholars this year to help her 1,961 faculty members and 70,000-odd living alumni celebrate her 300th birthday, more than a thousand from every nation journeyed to Cambridge, Massachusetts, on the banks of muddy Charles River.

This week, three crowning days of the Tercentenary focused the attention of the intellectual world on the historic spot just outside Boston, as 15,000 old grads and friends returned to scenes of their youth.

Into the old Yard they marched in colorful robes, to gaze on eighty-six fluttering flags—one for each class having a living member.

A bugle called. Behind the Sheriff of Middlesex County, the procession moved to an especially built outdoor theater seating 14,890. The Sheriff rapped twice on the dais with the scabbard of his sword, declaring the meeting in order.

Up stood President James Bryant Conant to review the glories of three centuries in Cambridge.

Thus was climaxed an event which has emerged as the first real international academic festival to be held in the United States—adding another "first" to the long list of America's oldest university.

Harvard was the first university in what is now the United States, established in 1636, 140 years before the Government. It was the first institution in America to have its degrees recognized by Oxford and Cambridge as equal to theirs, in 1650.

Teacher of Presidents—In 1776 it awarded the first honorary degree ever bestowed on a President of the United States, to George Washington.

It was the first American university to send forth its graduates to found another university—Yale, in 1700. Harvard originated the teaching of American history in 1838, was the first American college to grant a degree to a Jew, Judah Monis, in 1720; and to an Indian, Caleb Cheeshahteaumuck, in 1660.

In 1636 the Calvinist Puritans voted through the General Court of Massachusetts £400 to form a college for the education of ministers.

A many-gabled, three-story building was erected, the forerunner of the present $25,000,000 campus.

Two years later, the Rev. John Harvard, son of a Stratford-on-Avon, England, butcher and probable friend of William Shakespeare, died, leaving his library of 400 volumes and half his estate—about £800—to the college.

Harvard Film Service

Probable friend of Shakespeare, John Harvard sits by University Hall

The nameless institution was at once christened Harvard College.

Having been started as a training-school for ministers, Harvard did not lose the theological tinge until the advent of President Charles William Eliot in 1869. To-day the university has a non-sectarian memorial chapel, no religious affiliations.

Three important trends have marked the history of Harvard education:

1. An earlier liberalizing from strict religious tenets than in other colleges, led by such men as John Winthrop 4th, Hollis Professor of Natural Philosophy in the early eighteenth century.
2. Infiltration of German teaching and research methods in the early part of the nineteenth century, after George Ticknor, Harvard graduate, returned from his studies at the University of Göttingen in Germany, to bring a tradition of culture that developed such giants as Ralph Waldo Emerson, James Russell Lowell and Henry Thoreau.
3. Liberalizing of the formal curricula from the old-fashioned, regimented requirements to a vast diversity, with intellectual choice by the student himself.

Small Beginnings—As for student life, the chief change is in numbers. The seventeenth century student had from three to nine classmates. The first graduating class, in 1642, had nine men. Now an average freshman class is 1,100, and the class of 1936 graduated 770.

Certainly modern students would object to the method of punishment that prevailed until 1718, by which any professor or tutor could make an erring one kneel and submit to a sharp blow on the ear.

Campus rules of that year and this forbid the undergraduate to tarry after vacations, keep a gun or pistol, go on the roof of Harvard Hall to "cut lead from same," or to gamble.

In the seventeenth century, a student could get by on $50 a year for board and education if he wanted to economize sharply.

Colonial swells, however, spent as much as $2,000 to $3,000. To-day it costs about $1,300 a year without actual penury. It can be done for slightly less. But with Packards, clubs, week-ends in New York, the top is above $6,000.

Athletics played little part in college life until 1844, when Harvard suddenly discovered the Charles River and, soon after, defeated three Yale boats in the first run of that long series. Baseball began during the War Between the States, and was known as the "New York game." The first Yale-Harvard football game was played in 1875, and Harvard won with four goals and four touch-downs.

Famous Students—Living those happy days of the undergraduate in the Yard were men whose names have since become heroic to America.

Among them are five Presidents of the United States: John Adams, John Quincy Adams, Rutherford B. Hayes, Theodore Roosevelt and Franklin Delano Roosevelt.

Others are as widely representative as their names indicate: Robert Benchley, John Dos Passos, Thomas Stearns Eliot, Heywood Broun, Ralph Waldo Emerson, John Hancock, Oliver Wendell Holmes, Henry Cabot Lodge, J. Pierpont Morgan, John Reed, Upton Sinclair, Harold S. Vanderbilt and Daniel Webster.

Some of these were present as the notes of "Oh God, Our Help in Ages Past" sounded on the Cambridge air last week from the great outdoor theater. The tradition that sent them all into the world as Harvard men received the highest honors as the fourth century began.

Religion

BLACK MAGIC: Hindu Cult Growing in West Indies, But Voodoo Witch-Doctors Still Lead

Deaf to State and church authorities, the West Indies's deep, green jungles have reeked with black magic for 300 years. As solidly entrenched as ever, spirits to-day literally overrun the palm-dotted isles.

Nightly, in thatched hut or under tropical moon, witch-doctors practise their dark arts. Encircling black folk prostrate perspiring bodies before dangling fetishes. Out of the thick miasma their weird incantations assail the savage scene.

Best known magic cult among the islanders is voodooism*, importation of West African slaves; least known is that of Hindu Sadhus, importation of East Indian indentured servants.

Confined to British Trinidad, most southerly of the Lesser Antilles (see map), and

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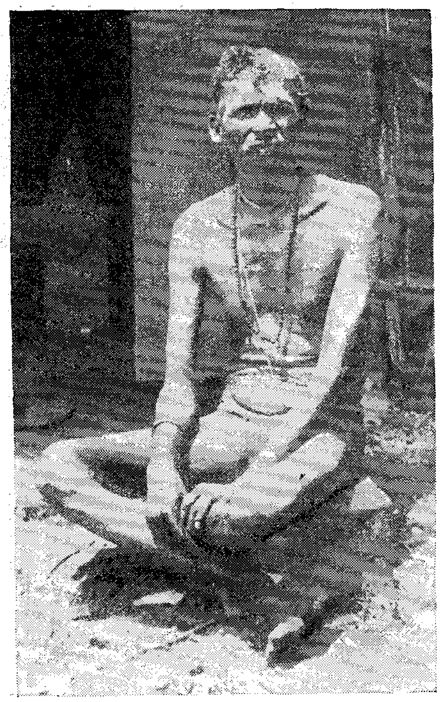
*Endowment, $100,000,000; value of buildings, $30,000,000.

*"The Magic Island," by William B. Seabrook; "Voodoo and Obeah," by Father J. J. Williams.



Taken by DeWitt Mackenzie for The Associated Press

Living apart from the world, Hindu Sadhus spend days in contemplation

to British and Dutch Guiana (Surinam) on the South American mainland, Sadhus are holy men who practise a form of witch-like pseudo-science.

Anti-Sadhu Drive—Last month, Sadhus became news when DeWitt Mackenzie, of the Associated Press, said Trinidad police had started a vigorous drive to curtail their ever-growing power. The first white man reputedly to pierce the secrecy of their rites, Mackenzie cabled a graphic story of these ascetics to the United States.

Last week, the British insular Government denied ordering a round-up, but returning American tourists brought tales of increased local police surveillance of the Hindu "doctors."

Called the spiritualists of the Caribbean, Sadhus claim to cure disease and to exorcise spirits, have performed many an astonishing supernatural act in tiny, flowered temples hidden in jungle clearings. Awed, countless Negroes, *mestizos,* Mohammedans, Hindus and even Europeans (tho the latter rarely acknowledge it) consequently believe implicitly in their powers.

To a sect founded by Dadu, a holy man who died in 1603 in Jaipur, India, the Caribbean Sadhus owe their origin. Forming 5,000 precepts, all his austere teachings are in verse.

Cleaved in Sects—Learned men of the highest type, Sadhus in India to-day are divided into various sects. From Sanskrit, the word *sadhu,* meaning *straight,* has come to personify any pure, holy or saint-like man. No meat-eater, a real Indian Sadhu also abstains from alcohol, is strictly celibate, practises yoga, tortures himself by going without food and water for days, lies on spikes, stands on his head for hours, buries himself alive—his hands protruding for alms.

Living apart from the world, he passes his days in prayer and contemplation. Thus, able to develop a clear intellectual consciousness of his actual identity, he realizes an understanding of his power and the force of his will.

To Trinidad, which Columbus so named because he had invoked the Holy Trinity before leaving Spain, came in 1844 Sadhu votaries with the first indentured East Indian immigrants. Brought West upon abolition of Negro slavery, others also poured into British and Dutch Guiana.

To-day, Trinidad has 140,000 East Indians out of a total population of 450,000; British Guiana, 135,000 out of 325,000, and Dutch Guiana, 40,000 out of 165,000.

Ranks Grow—As the population grew, the Sadhus broadened their influence. From a handful, their ranks have multiplied to 500 in Trinidad, 300 in British Guiana and 200 in Dutch Guiana. Mostly they adhere to the Ramandees, Kabirpanthis and Sewnarinees sects of Mother India.

Unlike their distant cousins, they may marry, do not inflict self-torture, fast less, are natively shrewd, have little book learning. Daily, they affirm Vedic Mantrams, such as, "I am a Center; around me revolves the world."

"I am independent of the body."

"I am immortal and can not be destroyed."

"I am invincible and can not be injured."

Restricted as soothsayers in the United States are, they are arrested not for calling up spirits, but for telling fortunes for money, pretending to be doctors or attempting to cure illness.

The British complain chiefly because these pseudo-medicine men form an obstacle to scientific elimination of disease.

Ignorant natives, on advice of Sadhus jealous of their professional prerogatives, refuse to accept free government aid, shun hospitals for fear of being tricked into further control of their lives. Result is that leprosy, malaria and other contagious diseases spread, imperiling whole island populations.

Secret Shrines—Hence, the Hindu spirit-healers hide away in hills and valleys. Natives refuse to reveal their whereabouts to police. Occasionally arrests are made, fines or short jail sentences imposed. Upon release, the ascetics flee to their secret temples.

Most of these retreats are on hilltops, one to a holy man. There, he has one or two spirits which he controls. All other spirits are reached through these personal ghosts, the earthly medium often being the priest's wife.

Never materializing his helping spirits, never seeing them, he works by talking with them, accepting their advice. At his bidding, the spooky assistants—naturally good spirits—drive away evil ones who are making a person ill.

Mackenzie was led to a temple tucked away on a hillock in a densely settled region outside of Port-of-Spain, Trinidad's capital.

Built of bamboo and palms, its sides open at the top, it was set among lovely tropical foliage and flowers; lyrically throated birds and gorgeously tinged butterflies fluttered by.

The Sadhu, who claimed he could kill through his spirits, purified himself for hours at a near-by clear brook; chanting, he gathered flowers and herbs and entered the temple. Loosing her long, black hair, his wife and medium donned a white robe and joined him inside. Presently, Mackenzie and his friend, removing shoes, went in, sat cross-legged on the pink-tinted clay floor.

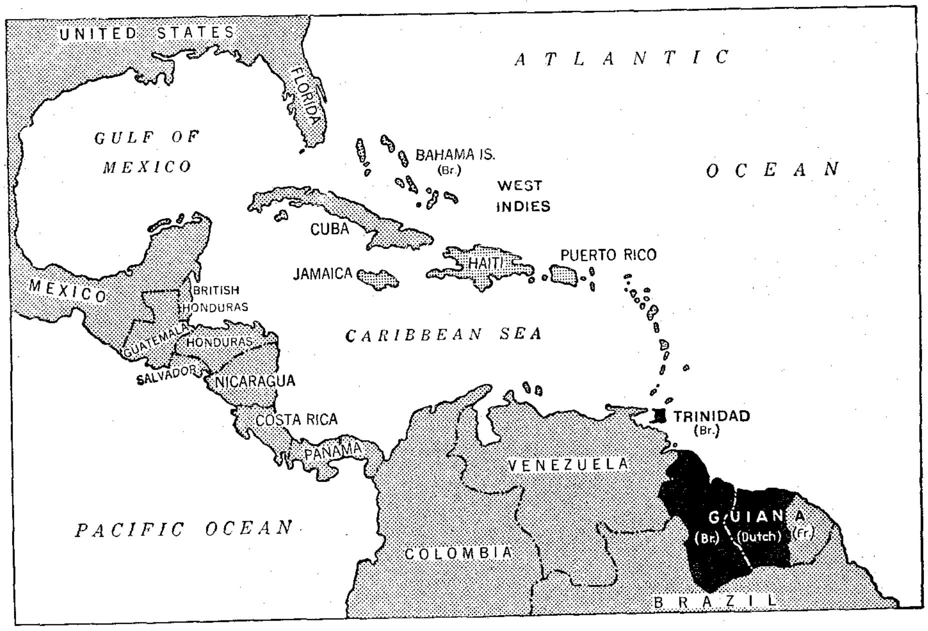
Offered to Gods—"The Sadhu was seated by a little altar in the center of the floor," Mackenzie said. "On the altar were the flowers he had gathered—an offering to the gods. Beside the altar burned a tiny fire, which he occasionally fed with incense. In a corner was the image of a Hindu god, before which was a lighted candle. Here, too, was an offering of flowers. The wife sat opposite her husband on the floor.

"For an hour the Sadhu chanted his incantations and fed his fire and sprinkled purified water across the altar. It was most impressive, and, finally, the woman started to tremble violently and then her arms and clasped hands began to do what I can only describe as a 'nerve-dance,' which set the many Indian bracelets she wore to tinkling. She appeared to be in a trance and her face became haggard.

"For more than an hour the spirits spoke on many subjects, and, all the while, that terrific shaking of the medium's arms continued. Finally, she pitched forward on her face, to all appearance in a faint.

"A few hours later I related my experience to a highly placed Briton of great education and experience.

" 'I believe in the Sadhus and their spirits,' was his only comment."



LITERARY DIGEST Map

Regions (in black) where Hindu Sadhus perform their mystic rites

FILMED O'CASEY: "The Plough and the Stars" to Depict Tragic Easter Week

Early in November, after long weeks of research and filming, RKO-Radio pictures will release the first cinema version of Sean O'Casey's historical play, "The Plough and the Stars."

It will be the second Irish picture made by the studio, which, last year, won prizes and acclaim for the photoplay "The Informer," from Liam O'Flaherty's novel of the same name.

John Ford, director of the prize film, and Dudley Nichols, scenarist who adapted the novel, have done the same tasks for the O'Casey work.

Easter Week, twenty years ago in Wartime Dublin, was a violent, savage time.

Dublin's actors arrive in Hollywood for "The Plough and the Stars," John Ford directing

Preston Foster as a leader of the Irish rebellion, some results of which are shown in the hospital scene above, while Barbara Stanwyck, also starring, begins one of the poignant scenes in the film

Pillage scenes become riotous comedy, culminating in Barry Fitzgerald's veteran performance as "Fluther Goode," in the Sean O'Casey picture

The *Sinn Fein* rebellion reached its peak and the arrest, on April 21, 1916, of Sir Roger Casement precipitated pillage, rataplan of bullets and murder.

Three days after Casement was seized, the rebels stormed the Post-Office in Dublin.

Pressing on, they captured the Four Courts and other buildings, but failed in an attack on the Castle. Padraic H. Pearse, President of the Provisional Government and Commander-in-Chief, proclaimed the Irish Republic.

Flaming Capital—On April 26 and 27, a disastrous fire destroyed the General Post-Office and a large sector of Sackville Street. On the second of these two days, martial law was proclaimed in Dublin and Gen. Sir John Maxwell took command of troops to suppress the rising.

He established a cordon of soldiers around Dublin on April 28, and, on April 29, when the situation of the rebels became hopeless, Pearse surrendered unconditionally. He ordered other commanders to surrender and prevent further bloodshed. By May 4, he and his fellow leaders had been arrested, court-martialed and executed.

Ten years passed and dramatist O'Casey put it down in a play. The Abbey Theater in Dublin took the play, rehearsed it, presented it. The first audience was tumultuous in appreciation and it has been an important item in the Abbey repertoire ever since.

Realizing the value of veterans in key-rôles, the studio engaged five players from the Abbey group to come to Hollywood. In the two star rôles, Barbara Stanwyck and Preston Foster will be seen. Joseph M. Kerrigan and Una O'Connor, former Abbey players, join their five fellow actors in completing the important parts.

Because he insisted on the studio making "The Informer," Robert Sisk was made producer of this film, and George McNulty, whose help resulted in the authenticity of "The Informer," was technical adviser. Cliff Reid, producer of "The Informer," is associated with Sisk.

The photoplay is marked for release November 13.

WPA MELODY FOR TWENTY MILLIONS

Federal Concerts Bring Nation-Wide Revival of Culture

Dramatic proof of America's reawakening to music is not as stunning in the box-office records of commercial concert orchestras as in the attendance figures of the WPA-Federal Music project.

In nine months, ended June 30 last, more than 20,000,000 persons attended the government concerts. To make music for them, 15,000 musicians and experts in musical art were employed.

When the project neared its end last June, public clamor was such that executives arranged to continue it three more months. By October 1, another extension is expected.

Curiously, the clamor for more did not arise from the 15,000 music-makers who otherwise would have been unemployed, their horns untootled.

Between March 31 and June 30, no fewer than 700 left the project's rolls, returned to private employment. Others have followed them since. Some are teaching, some are in the reorganized commercial orchestras, others have been invited to join collegiate music schools.

On Rolls—Most of the 15,000 were on relief-rolls. The Government determined to give them work-relief in an effort to keep their skill alive.

It was realized that their musicianship would suffer unless they had opportunity for practise and work.

Within a few weeks, from Coast to Coast, there were enrolled instrumentalists, vocalists, composers, teachers, copyists, arrangers, librarians, tuners and instrument repairers.

Skill had deteriorated rapidly. It was found that many able musicians were swinging picks and shovels in labor projects, their hands toughening and all but losing their essential sensitivity. Quickly, they were put into rehearsal halls, their skill restored by practise.

Weeks of unemployment and ditch-digging had done more than harm skill. It had destroyed morale. Thousands were signed up only after persuasion. They believed they were failures asked to fiddle for their food.

They felt themselves adrift from the main current of society. Many bluntly forecast the project would be of no musical or artistic importance.

Morale Up—When winter ended and scores began going out to new jobs, when they realized they had played before 20,000,000 eager music lovers, morale shot up.

Most of the concerts were of exceptional merit. Distinguished conductors volunteered their services to the music project. Leopold Stokowski, Frederick Stock, Hans Kindler, Willem van Hoogstraten, Henry Hadley and others asked permission to conduct the men.

Soon after the orchestral groups were arranged, the project began to widen. Fifteen chamber-music ensembles were formed. Eighty-one dance, theater and novelty orchestras were sent out. There were thirty-eight choruses, quartets and vocal ensembles.

Teachers were put to work on 141 neighborhood instruction projects. Composers had their own work; copyists, arrangers, librarians and binders took part in twenty-four projects.

In Greater New York, teachers gave free instruction to 2,399,446 students, cut off from music by the depression.

No Hooky—Teachers, themselves discouraged at first, were amazed by the enrolment, then by attendance figures.

More than 80 per cent. of the students were scrupulously regular in classes.

"Many good people are saddened when Government assumes control of art," Samuel Chotzinoff, music critic, wrote in the New York *Post.* "These sensitive citizens fear bureaucracy, red tape, incompetence, ignorance, favoritism and all the other unhappy aspects of governmental lordship.

"In Europe, where opera is often subsidized by municipalities, there is said to be a great deal of wire-pulling. . . . Perhaps, when our own Government will have been interested in music for a hundred years or so, we shall have reason to deplore its influence on the art, and long for the happier old days of private enterprise and competitive selection. But, so far, the Federal Music Project of the WPA has done noble work for music in America. In fact, its labors in the cause of creative music are unique. Never before has there been so wholesale an exposure of a nation's creative sources."

More Music—Recording the work of the Composers' Forum-Laboratory, Mr. Chotzinoff showed that nine months of concerts had divulged the compositions of Roy Harris, Isadore Freed, Virgil Thomson, Solomon Pimsleur, Goddard Lieberson, Daniel Gregory Mason, Henry Cowell, Harold Morris, Arthur Cohn, Marion Bauer, Charles Haubiel, Frederick Jacobi, David Diamond, Charles Naginski, Paul Creston, Henry Brant, Wallingford Riegger, Herbert Haufreucht, Hunter Johnson, Paul Frederic Bowles, Boris Koutzen, Nicolai Berezowsky, Marc Blitzstein, Henry Holden Huss, Kent Kennan and Erno Balogh.

This winter: 20,000,000 expect music.

Mothers, like children, take piano lessons in Federal Music Project

Even these young citizens have a stake in

TIME PAYMENT PURCHASING

MODERN REFRIGERATORS keep their food wholesome. Modern cooking ranges make mothers' tasks easier... save their energies, health and time for the children who need loving care. Modern oil and gas burners keep homes comfortable with healthful, even-tempered heat. And modern automobiles provide bad-weather transportation to school... to church... fair-weather transportation to parks, beaches, country. Children *need* fresh air and recreation. Automobiles have helped transplant thousands of families from crowded cities to low-rent homes in suburban communities.

These are but a few instances of "child welfare" traceable in a great measure to budgeted time payment purchasing... a program which Commercial Credit Company has been promoting successfully for more than twenty years.

The low cost and the safety of Commercial Credit financing have been proved by the experiences of millions of satisfied users. When you buy anything requiring time payments, always remember the COMMERCIAL CREDIT COMPANY. Ask any reputable dealer about it.

CCC
SAFETY PLAN
One of the country's largest factors in the financing of automobile purchases, Commercial Credit Company urges motorists everywhere to cooperate in promoting motoring safety.
CHECK YOUR BRAKES
CHECK YOUR SPEED
CONSIDER OTHERS
CONSTANT CAR CONTROL
Will Save Lives

COMMERCIAL CREDIT COMPANY

COMMERCIAL BANKERS

FINANCING SERVICE FOR MANUFACTURERS, DISTRIBUTORS AND DEALERS THROUGH 171 OFFICES IN UNITED STATES AND CANADA

ARTISTS' MODELS: Some Accomplish Gracious Living on Fees of $5 an Hour

"Artists' models are the salesgirls of American industry."

This is the opinion of dark and personable John Robert Powers, who established the first artists' model agency twelve years ago. To-day, in his Park Avenue offices in New York City, where he is in constant touch with commercial photographers and artists, his list of beautiful girls includes 1,200 names—and telephone numbers. He fills 10,000 assignments a year; his loose-leaf note-book of photographs makes a composite portrait of American advertising's sweetheart.

"She needs a flair for dramatics—grace, charm and intellect. She must understand the technique of portraying moods, of selecting clothes with regard for color and line, and correct make-up," says Powers. "Is it any wonder that more than forty of my girls and boys—Betty Furness and Freddy March among them—have landed in Hollywood?"

An Artist on Models—McClelland Barclay, whose drawings of slim young patricians have helped sell merchandise ranging from silk stockings to automobiles, suggests a formula from which to select models: "The fashion make-up may change from year to year; but beauty is made up of fine bone structure, something between the ears, and color. Beauty has a market every season, every year and every century."

Walter Thornton, "The Merchant of Venus," offers a measuring-stick from those of his models who are the most popular with photographers and advertising men: height, 5 feet 5 inches; weight, 112 pounds; foot-size, 6½; glove, 6; bust, 34 inches; hips, 36 inches; waist, 25 inches.

But even with the comparative rarity of such specifications, Barclay warns, "there always has been an overflow of models. Each year the surplus is larger. My advice to girls, who might slip snugly into the coveted glass slipper, is: 'Don't come to town on the proverbial shoe-string.' "

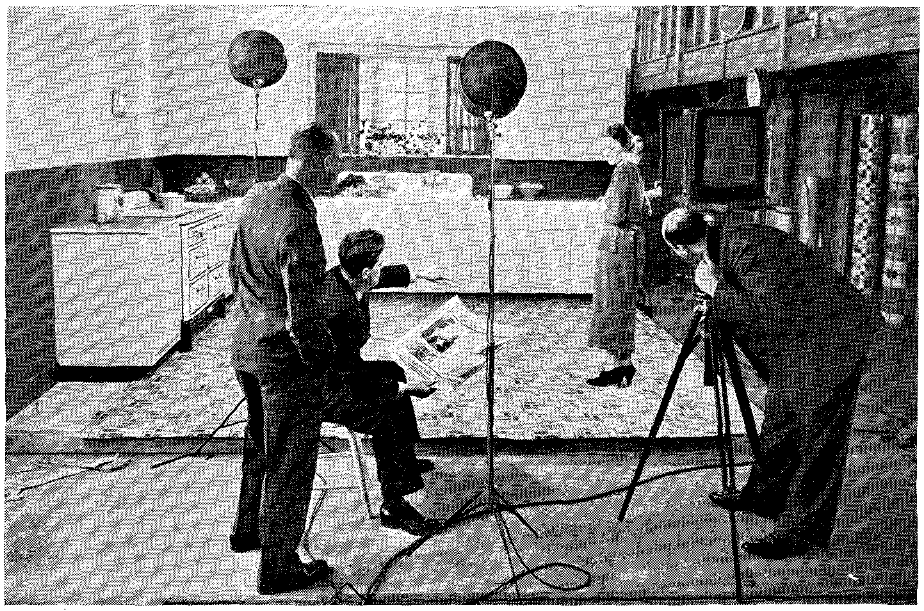
Only four or five hundred girls in modeling make a decent living at the prevailing wage of $5 an hour. Beginners are lucky to earn $20 a week. Few are as fortunate as Gwili Andre, who collects $50 an hour for her work.

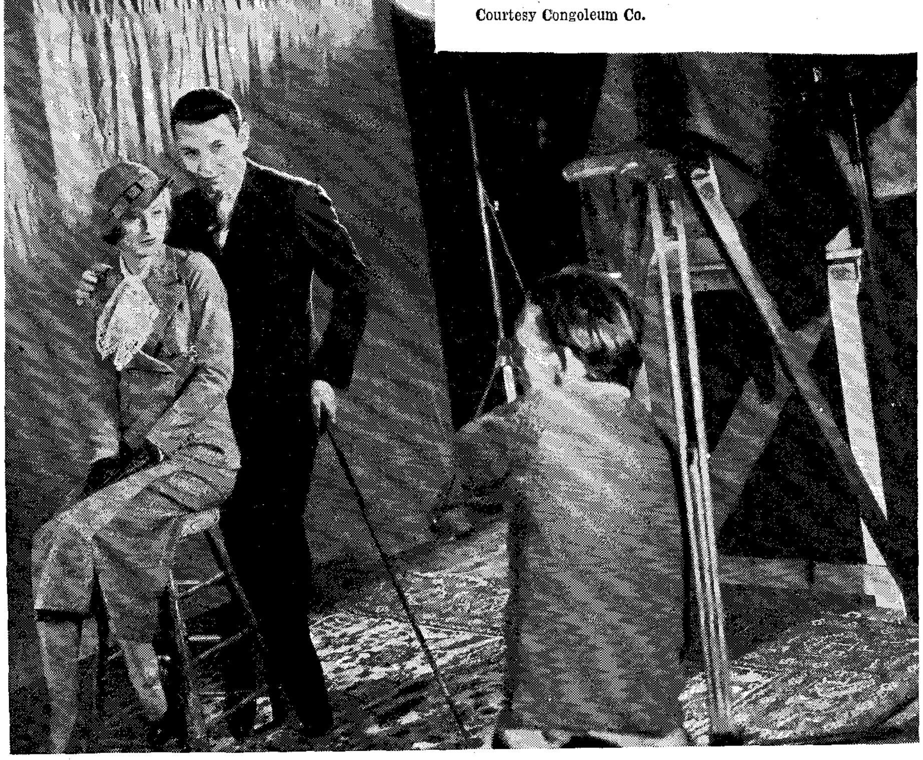
Top-Flight Job—The prize-package for which models reach out tapering hands is one of the neatly wrapped cigarette contracts—$75 a week for six months. The holder also can pose for advertisements other than those of rival cigarette companies, such as a mattress manufacturing company. Here's the way the model makes the contact:

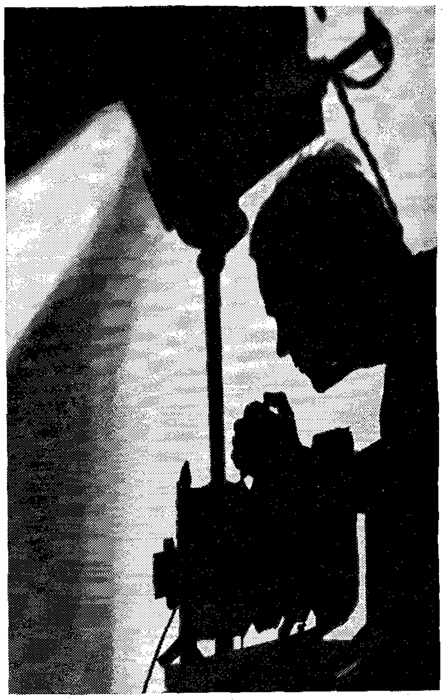
The advertising force of a mattress company wants a girl to show the beauty-restoring lassitude gained by repose on their product. They phone an agency. One of the switchboard-operators answers: "Yes, *Mr. Royce.* What type do you want? . . . A blonde? Long hair? Emphasis on face, arms and hands? Right."

She thumbs through a file, suggests several names, identifying them, if possible, with ads for which the models have posed. Then, noting down the time, and the color

H. Armstrong Roberts


Courtesy Congoleum Co.


Warner Brothers


Ewing Galloway

Photographers' models have to be able to interpret different moods, as in the scene (top) where an attitude and a "prop" pair of binoculars carries the glamour of travel, and in the domestic scene (center) for an advertisement illustrating a kitchen

EATERS DIGEST

> *"The discovery of a new dish is more beneficial to humanity than the discovery of a new star."*
>
> *—Brillat-Savarin.*

SNAPPY STUFF, EH?

A press-agent and a cook were talking together, and the p. a. was telling about his latest client. "Greatest joiner in the world!" he said. "Best mixer you ever saw. He belongs to 18 lodges, 22 clubs, 5 national fraternities and is an Eagle, Elk, Woodman and Moose besides!" "Pooh!" poohed the cook. "I know a better mixer than that!" "Who?" asked the incredulous p. a. "Heinz cooked spaghetti," said the cook. "Mixes well with anything in your refrigerator!" And so it does.

EIGHT ATE GRAND!

J. D. L. of Dobbs Ferry, N.Y., tells me that eight guests enthused about this fruit souffle—an original that wins my check for five dollars: Mix one-third cup granulated sugar, one-half teaspoon salt and three tins of Heinz strained apricot and apple sauce. Cook to consistency of jam. Set in cold place to cool. When thoroughly chilled, fold in the stiffly beaten whites of three eggs. Put in a buttered baking dish and bake in a 375° oven for over 45 minutes. It'll panic any party!

RHYTHM RECIPE

Heinz chili sauce and mayonnaise
Receive my special blessing;
When mixed they make, so C. D. says,
Delightful Russian Dressing.

$5 REWARD If you have any smart, original recipes or interesting facts about the 57 Varieties, send them to me. You'll get a check for five dollars and a beautiful certificate with your name on it if your contribution is used. Mail to Demi Tasse, c/o The House of Heinz, Dept. L, Pittsburgh, Pa.

LOW COMEDY

Did you see the Heinz ad in last month's magazines—the one titled "Hot-Dog Days"? You remember—they called it "A Weenie Bit of Information from the House of Heinz". Well, one of my Whittier friends pondered this a moment and then came up with: "I'm *frankfurter* say, I never *sausage* an ad. It's the *wurst!*" On a toasted pun, I guess!

POLITICAL NOTE

This candidate I nominate
The leader of the group;
Please make a note to cast your vote
For Heinz Mock Turtle Soup!

STEAK CLAIM

Correspondent (Mrs. L. R., Portland) writes that this sauce for steak is perfect. No idle boast. I recommend it heartily. While the steak broils, prepare the sauce as follows: Melt a quarter-pound butter in a saucepan. Blend in: 1 teaspoon paprika, 1 teaspoon Heinz yellow mustard, 1 tablespoon Heinz malt vinegar, 1 tablespoon Heinz Worcestershire sauce and 1 tablespoon Heinz tomato ketchup. Heat, stirring well, but be careful not to overheat. Drench over steak at moment of serving. Um-m!

NEW RADIO TREAT

Heinz Magazine of the Air—full half-hour daytime headliner show—now being broadcast three times weekly. Listen in Monday, Wednesday and Friday mornings. Here's the time: 11 Eastern daylight saving time; 10 Eastern standard time; 9 Central time; 12-noon Mountain time; 11 Pacific time. Columbia Network.

—Demi Tasse

No appetitewad—this master of kitchenetiquette!

PUBLIC EPICURE No. 1

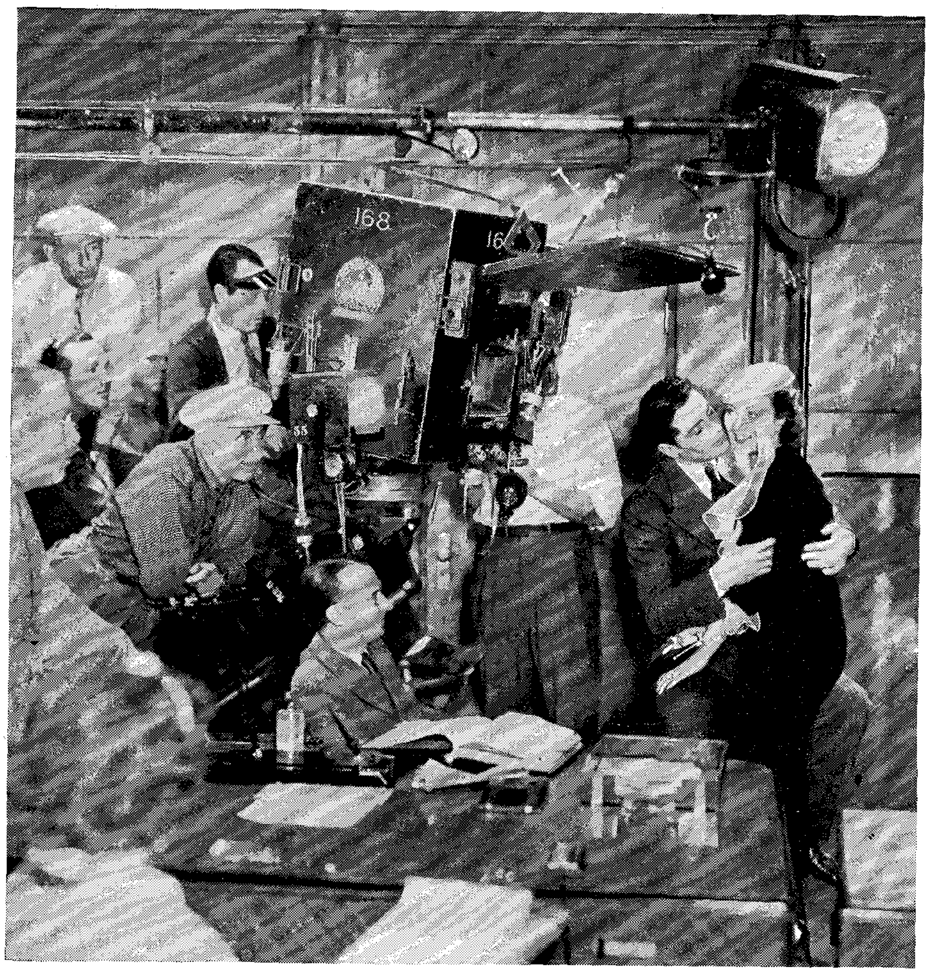
CALL him a snackateer if you will! Fact remains, he empties his drawing room and crowds his kitchen! He has amateur standing but professional understanding. He's at home at the range—scion of skillet skill—de luxe votary of the great god, Pantry. Give him a can of Heinz and he'll give his guests a platter of canapés. Give him a hand and he'll produce a regal handout. Give him the 57 Varieties of 1936 (Heinz) and he'll produce a hit! In short, like all inspired amateurs, he's *shelf*-conscious and here are a few delicious Heinz products you'll always find in his larder: Heinz Cooked Spaghetti, Heinz Cooked Macaroni, Heinz Home-style Soups (22 kinds), Heinz Oven-Baked Beans (4 kinds), Heinz Ketchup, Heinz Pickles, Olives, and Sauces, etcetera—or should we say *eat*cetera!

SPAGHETTI SECRET
Heinz Cooked Spaghetti, prince of good mixers

HEINZ SPAGHETTI

Cooked—Ready to Serve

57



Courtesy Paramount

To match models' clothing, poses, atmosphere, technicians have to supply lights and angles

of the nightgown to be worn, the phone-operator gets in touch with the model—whose veritable life-line is her telephone-wire.

Love My Dog, Love Me—But girls have broken into the modeling business, in which it takes a good four years to become adept, from as many angles as they have profiles. A girl with a wire-haired terrier called at the Models' Guild. The dog proved interesting to photographers and got several assignments. But he couldn't carry on a conversation between "shots"; his owner could. After a few weeks, studio heads got interested in the girl. Audrey Olive thus became a successful model.

Hazel Grace stood before the Continental-appearing Walter Thornton one day in 1932. Her hair was frowzy (said Walter); her clothes were awful; she slouched. But Thornton saw something others had missed; he took a chance—told her to charge an outfit to his account. He felt a little weak when he saw the bill, which included a fox-fur scarf to set off Hazel's freshly waved blonde hair. She soon paid him back, however, out of the $60 a week she earned.

Miss June Davis entered the office of Johnny Powers a little over a year ago. Twenty years old and a high-school graduate (few models have time to chase a college education), she worked in the office of a milk-distributing company at $15 a week. There her tall, slender grace, light blonde hair and hazel eyes had little value.

Lucky Girl—As soon as Powers put her on his list, her earnings doubled. To-day, with a poise that has proved a set-up for any camera, she earns more than four times her milkmaid's stipend.

"But don't you believe that models net a big income," she protests. "Our beauty salon bills run high, and we have to jump in and out of a lot of taxis." Then, with the shy smile that has made her the pet of New York photographic studios: "It's a lot of fun, tho."

And it's had work, too. One model's first job was posing for a painter. "What do you want me to do?" she asked.

"Whatever models generally do," he said. "Stand, I guess."

She stood for three hours, while the artist lost track of the time element: "How'm I doing?" she asked at last, hoping to break his concentration.

"You're swaying a little," he remarked absently.

Another model was posing for Glen Thomas in his drafty studio; politely she complained of the cold on her bare shoulders. Mr. Thomas, hard at work, heard her vaguely. She reached out and slipped a coat over his own shoulders.

Johnny Powers tells one on Betty Marr, now of the movies. He got her an assignment to report for work at a studio. But the client of the photographer took one look at her and fled.

The photographer called Powers on the phone: "Thanks for losing me my best client," he stormed. "If you can't supply better models than that dame—"

Turn About—Some months later, when Betty Marr was too busy to give the same photographer an appointment, he called Powers again. "If I don't get her," he whined, "I'll lose my client."

Johnny Powers wasn't interested. But he is interested in the progress of his models, actually enjoys losing them to Hollywood. He had to argue Barbara Stanwyck, in 1924, into doing a "bit" at the Cosmopolitan studios.

"But I can't act," Barbara remonstrated.

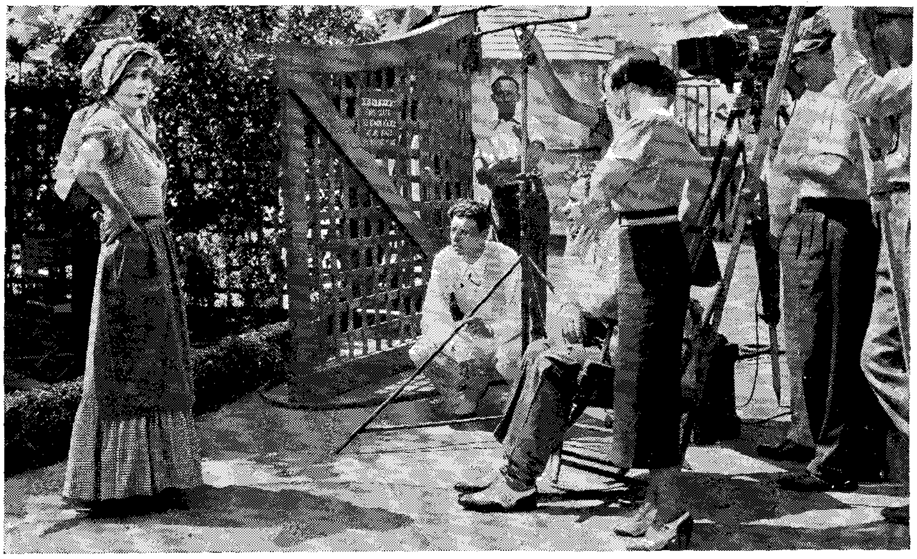
"Any one who can pose," Johnny said, "can act."

Willard Mack saw her at the studio and put her in a play. Belasco saw the play, and Barbara Stanwyck was on the way to success.

For models looking beyond the exigencies of the day, there are two prizes, marriage to a socially prominent young man, and Hollywood. And many are the girls with their eyes set on the latter. They look at the success stories of Dolores Costello, Kay Francis, Helen Twelvetrees, Lila Hyman, Jean Muir, Charlotte Henry, Mae Clarke and Anita Louise. And then they look in the mirror. Why not? they ask.

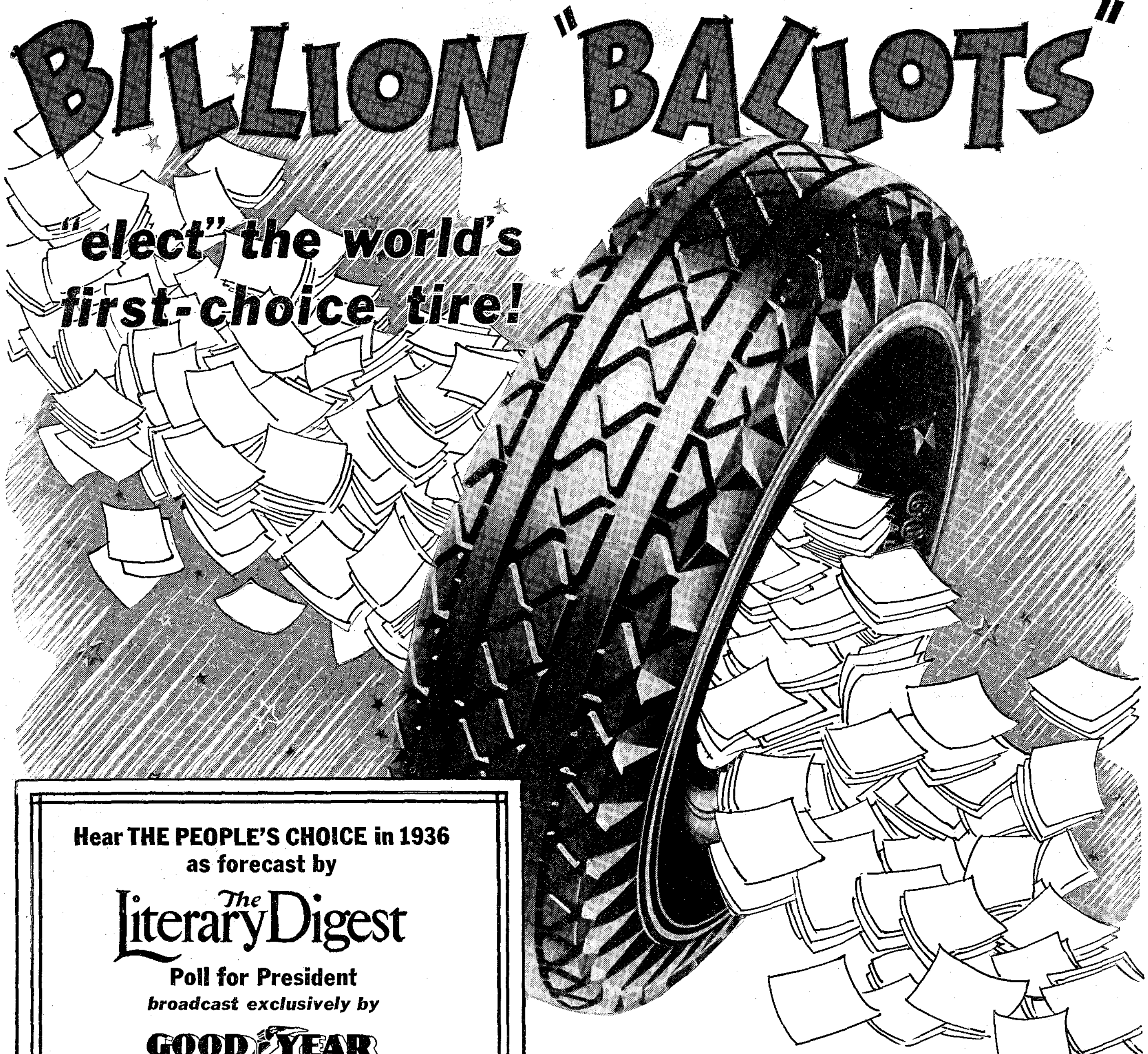
Posing to Acting—Some of them have proved the answer is "yes." Betty Miller, now Joan Perry, is with Columbia Pictures, and played recently in "Meet Nero Wolfe"; Sally Bynam, now Delma Bryon, works for Fox Twentieth-Century; Elizabeth Ryan has a contract, good for seven years, with Warner Brothers. Phyllis Seiler is under contract to R. K. O.

Posing, before advertising reached a certain maturity in the twenties, was considered *risqué* and, as a livelihood, precarious. To-day, under the need for making a living, earning extra money, increasing social prestige, or just inflating a girl's vanity, modeling is a highly respectable occupation, indulged in by the socially prominent. Every modeling agency has become a casting bureau, its anterooms filled with gorgeous girls—and handsome young men.



Courtesy Paramount

It takes a lot of careful posing to achieve the perfect advertising photograph


A QUARTER OF A
BILLION "BALLOTS"
"elect" the world's first-choice tire!

Hear THE PEOPLE'S CHOICE in 1936
as forecast by
The Literary Digest
Poll for President
broadcast exclusively by
GOODYEAR
Every Monday · Wednesday · Friday
NBC "Blue" Network—Coast to Coast

Hear the latest returns in this famous poll for president—analyzed by John B. Kennedy, noted political commentator—on Goodyear's scoop broadcast "The People's Choice."

Keep a weekly record. Get your POLL-O-METER—*free.* Join the great game of recording the poll. It's fun with a POLL-O-METER—a big, handy "who's ahead" score card with ample space for each week's poll results. Free for the asking at any Goodyear dealer's. Get yours today.

AGAIN this year—for the 21st consecutive year—Goodyear is "elected" the world's first-choice tire!

To date, Goodyear has built and sold a quarter of a billion tires. More people—*millions* more—have "voted" for Goodyear than for any other make of tire.

There can be only one reason for such world-wide preference . . . PERFORMANCE!

And Goodyear "performance" means not only more mileage—*but also greater safety*—for every tire-dollar the motorist invests.

THERE'S A GOODYEAR BATTERY NOW!

THE GREATEST NAME IN RUBBER

GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Letters and Art

JAPAN BOWS TO ART IT LENDS BOSTON

Nipponese Show One Picture at a Time; America Sees Many

Japan guards her art treasures with all the jealous care she devotes to secrets of State. Public and privately-owned relics of 1,200 years of culture repose, not on museum walls, not in private homes, but in fireproof vaults, protected from light, heat and damp. A law prohibits the sending of any object, classified as a national treasure, out of the country, even for a loan exhibition of short duration.

Last week, however, an exhibition of Japanese paintings and sculpture opened at the Boston Museum of Fine Arts. The collection includes the cream of Japan's art, from the beginnings of the Buddhist period to the middle of the nineteenth century, when Nippon's artistic output came to a standstill.

Tradition Broken—The foundations which made this exhibition a reality were laid 300 years ago, with the founding of Harvard College (see page 19). Persistent interest in Japanese art on the part of Boston's Museum for a full half-century advanced the project. Because many a Japanese statesman acknowledges Harvard as his *alma mater*, and because many a Westerner owes his acquaintance with Japanese art to the efforts of the Museum, the island Empire agreed to break a tradition.

As a tribute to Harvard University's Tercentenary, the Emperor and Minister of Education granted permission to lend 136 pieces to be viewed by Americans for seven weeks.

Three Hours—Native art lovers, envious of the opportunity being granted Americans to view such a complete assemblage of perfection, clamored for a view of the treasures. In response to these demands, the Society for International Cultural Relations held an exhibition in Tokyo just before the collection was shipped to New England. The show broke all records for short life—it lasted three hours.

Once permission was obtained for the loan, all Japan's collectors, including the Emperor himself, who lent four pieces, coöperated to make it notable in every way. In 1934 a committee was formed and it spent hours each day tracking down, selecting and discarding the best possible examples of each period.

Because it is a Japanese custom to show only one picture in a room at one time, and because custom also requires that one make obeisance to a masterpiece before looking at it and again before putting it away, it took hours for committee members to see one picture.

Braziers and Tea—Only one collector dispensed with Oriental formalities and immeasurably expedited the committee's selection. Kaichiro Nezu of Tokyo, who has the largest privately owned storehouse of art treasures, displayed his paintings several at a time, and the committee selected twenty-odd. Because they were seen during the rainy season—Japanese never expose their paintings to damp air—Mr. Nezu burned three braziers in the room to lower the humidity.

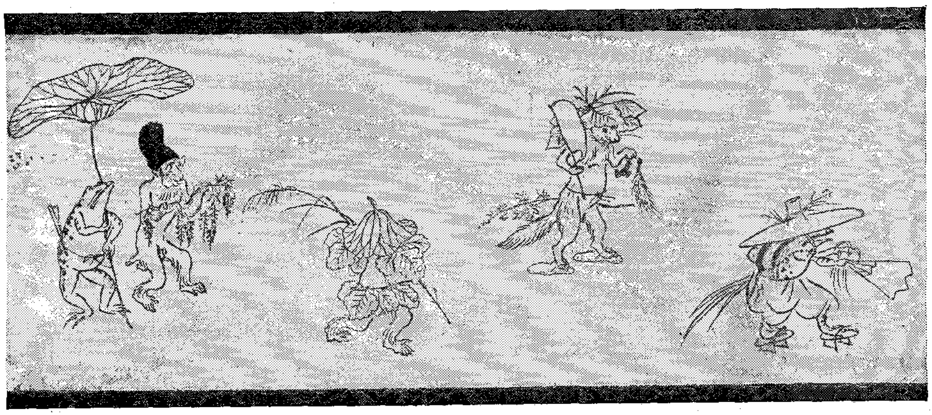
Two years' work completed the task, and, after the hurried showing in Japan, the precious cargo was insured—for more than $3,000,000—and packed into twenty-seven large crates. The shipment was put in the personal charge of Eitaro Yamanaka, member of the well-known family of importers and merchants, who is making his first visit to this country.

The van that carried the collection from Boston's pier to the museum was as typically American as its freight was Oriental. Some inspired moving-man, awed by the momentous occasion, had seen fit to drape the van in varicolored bunting, flags and ribbons.

Few Days—The age and delicate condition of these examples of antique painting make it advisable to expose them to the light only a few days at a time. In the seven weeks of the exhibit's duration there will be minor changes every few days. On October 6—half-way mark of the show—two-thirds of the paintings will be removed and replaced by others.

Even Westerners who profess a devout love for Oriental art generally lavish that devotion on the masters of the color-prints. Hokusai, discovered and proclaimed and popularized by Whistler, was regarded by his countrymen as a clever illustrator, in a class with James Montgomery Flagg or Howard Chandler Christie. Only in the last two decades, after Occidental praise, has Japan elevated Hokusai's works to the rank of minor masterpieces.

Insular History—But the Japanese wealth of art on view in Boston is a chronological history of the best of the island's productive years. The Emperor contributed two



Courtesy, Museum of Fine Arts, Boston

Drawn in ink on paper, in the late twelfth century, this is a humorous caricature of Buddhist priests who appear in guise of animals

See them at their gayest this Winter!

Japan·China Philippines

All-Expense Cruises cost as little as

$471

from Seattle

Nowhere in the world is the Winter Season so gay as in the great cosmopolitan cities of the Orient...Yokohama, Tokyo, Shanghai, Hongkong...Manila. And each of these lies directly on the route of the famous American Mail Liners that sail every other Saturday from Seattle and Victoria, B. C.

See Them in a 47-Day Cruise

All-Expense Cruises on these friendly, fastidious ships allow you generous time in each, in a forty-seven day trip that costs only $471 *complete!*

Included in your fare are your comfortable outside stateroom (popular Tourist Class), and meals and entertainment on board ship; sightseeing and guides, food and hotel accommodations and transportation ashore...all under the direction of leading tourist agencies.

If you would like to stopover, either in Japan or China or the Philippines, you may; continuing on the next or a later of these fortnightly sailing ships. Extremely favorable exchange that multiplies the value of American dollars by two and three keeps stopover costs at an amazing minimum.

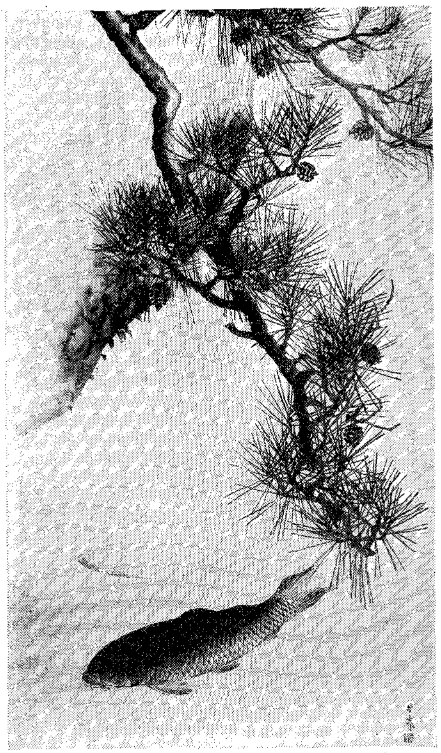
Plan Now With Your Travel Agent

Any Travel Agent will tell you all about the choice of trips available throughout the year on these big, smooth-riding ships...with every stateroom outside, ample lounges and decks, outdoor swimming pool, excellent American food.

Or write us at 604 Fifth Avenue, New York; 110 South Dearborn Street, Chicago; or 760 Stuart Building, Seattle (Head Office).

AMERICAN MAIL LINE

THE SHORT ROUTE TO THE ORIENT



Courtesy, Museum of Fine Arts, Boston

Carp and pine-tree, painted on silk in slight color in late eighteenth century

seventh century masks, perfect examples of the Nara period, worn during the *gigaku*, a dramatic performance combining dialog, music and dancing. Until the present exhibition, they had not left the Imperial Palace for more than 1,000 years. The Emperor also lent two paintings by an eighteenth century artist, Jakuchu, whose technical perfection never has been equaled.

Nine paintings by Sesshu, a fifteenth century artist, considered by many as the greatest of all Oriental artists, form an important part of the collection. Several seventh century Buddhas, both wood and bronze, are valuable not only for their intrinsic beauty, but because they were sculped at the time Buddhism was spreading from China to Japan and almost no Chinese Buddhas of that period have survived.

Writers Reenforced—Japan never has used her art for propaganda. It has served, instead, three principal purposes: religion, literature and decoration. More than any other nation, the Japanese painters have kept their work closely linked with their writers.

The famous scroll-paintings were produced as the natural outgrowth of narrative and illustration.

Another individual form of Japanese art is the Bunjingwa, or poet-painters' work. In their paintings began the fertile seeds of the expressionists. These men, who refused to be professional artists, attempted to create an ideal world by images, which expressed their abstract poetic or philosophical ideas.

Japanese art in all its forms is equally decorative and almost entirely free from realism. Japanese painters represented an object, not as they saw it, but by the impression that object stirred in their imaginations. Their sense of the decorative had two facets: the lush and exciting; the restrained and simple.

According to Prof. Yukio Yashiro, Director of the Tokyo Institute of Art Research:

"There is little in Japanese art that does not owe its origin to China, the great fermenting pot of all Far Eastern culture."

Current Poetry

ROAD'S END

BY BERT COOKSLEY

An old house, brother to sun and earth,
A little-boy stream where beeches weep—
Here is where April hath her birth,
Here is where Autumn comes to sleep.

A ragged barn, a weathered road,
The brown birds round their cornfield beat—
Here is where sunset rests his load,
Here is where friends of beauty meet.

And the streets and cities, the ports and seas,
And all the pomp and stir of men,
Is stricken out by a twilight breeze
And one faint bird call from the glen!
—*New York Sun.*

OUTLINE

BY RIDGELY TORRENCE

There was longing on the beach.
There were certain broken words
Mingled, to the end of speech,
With the watersong of birds:

"Wait" and "yes," and he was gone.
Distance waved a fading hem.
Then the shore she stood upon
Faced the years that sundered them.

Back he came, the world-beguiled,
To the sands where youth had clung.
But the shade that waited, smiled
The smiling of the too long young.
—*The Saturday Review of Literature.*

SHRINE

BY MARIE L. EGLINTON

Am I, then, less than mortal,
To shirk a mortal pain?—
That ancient, well-tried portal
To secret, splendid gain.

Not meadow-loving cattle
Know perfect, tempered peace:
The gods themselves must battle
To win their own release.

The calm of untried forces
Outlasts no stressed hour;
Who storms the spirit's sources
Will find the seat of power!
—*New York Times.*

LOOKING EAST

BY FLORA FROST MOODY

So small the window is through which I gaze—
Yet, when an east wind sweeps the ivy tips
I savour bitter salt upon my lips,
And green waves billow under purple haze.
Or I can feel the drenching fog roll by,
Feel briny spindrift soak through all my hair
While reeling tides pour thunder on the air
Which blends with troubled gulls' complaining cry.
Or gleaming, golden streamers float and sway
Across the sea, beneath a white, round moon,
Till dawn's breeze rustles dune grass, all too soon.
And phosphorescent sands burn out by day.
Incomprehensible and far the sea
My narrow casement frames so perfectly.
—*Rose Chalice.*

ALLEGORY

BY PATRICK MACDONOUGH

A king once made a feast,
And at the king's behest,
Came wise men from the east
And wise men from the west.

They gathered at the board
And when the feast was done,
Thus spoke the king, their lord,
To each and ev'ry one:

"O'er countless leagues behold,
My fields of corn and vine,
And wealth I have untold
In forest and in mine.

"Yet heavy is my care,
Despite these teeming lands,
For ill my subjects fare,
With idle, empty hands.

"O learned men and wise,
Bring back the ancient days
Of faith and sacrifice,
Of toil and simple ways."

They heard, but planned amiss—
Pride comes before the fall—
Their failure simply this:
They thought they knew it all.
—*Old Castle Garden.*

REMOTE DESIRE

BY DOROTHY QUICK

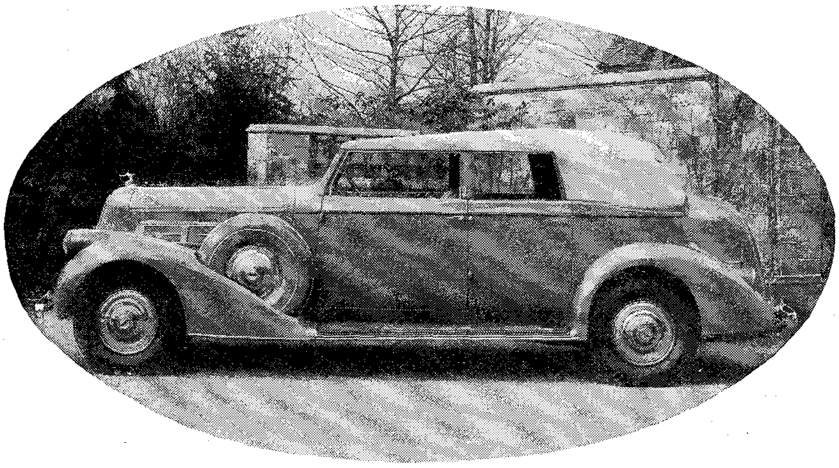
Always the heart's desire should be far,
Alien as some infallible, blue star,
For those who keep desire vague, unknown
Find that it strangely will remain their own
But those who clasp it to the anguished breast
How can they know the faultless balm of rest.
—*Voices.*

MUSING

BY CAMILLE DU BARRY

Deep scars are the heel-marks of shattered desire,
And bitter is knowledge that we acquire,
When musing by ashes of vanquished fire.
—*Better Verse.*

Ridgely Torrence, poet and dramatist, now is writing a book



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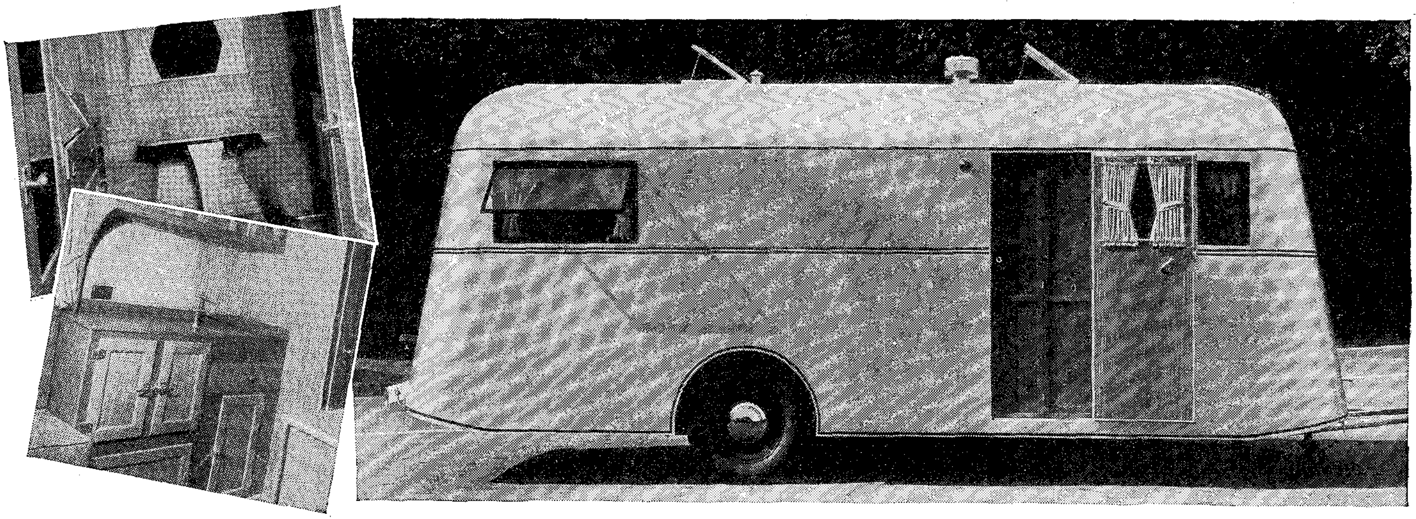

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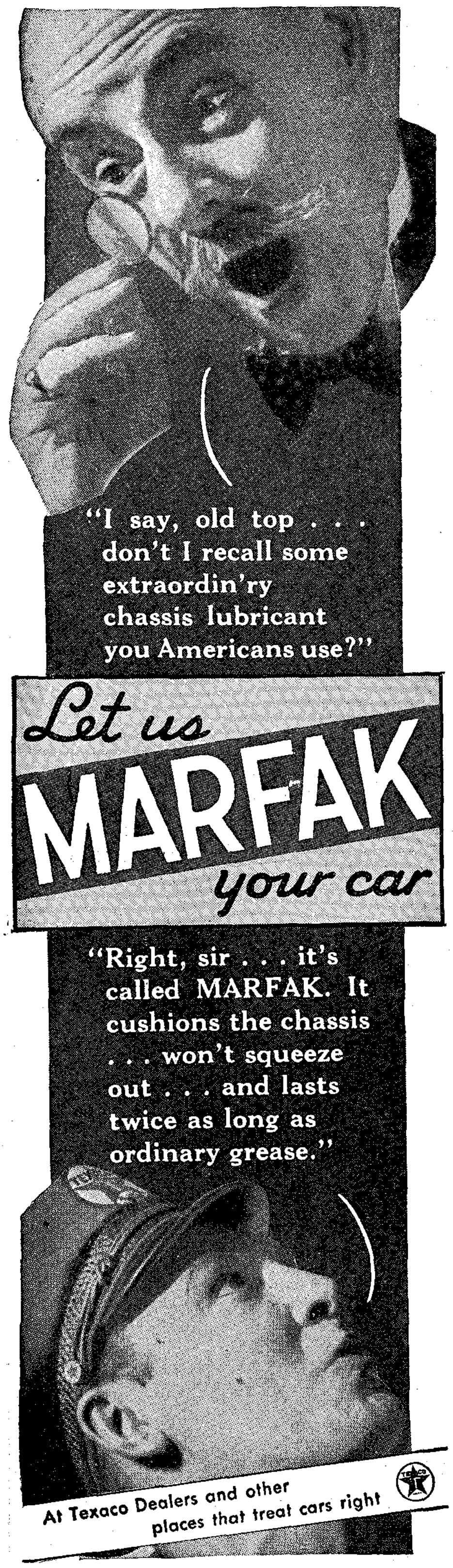
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NEW BOOKS: They Include History of Jefferson, Novel of Great Plains, and Sandburg Poems

Jefferson in Power. By Claude G. Bowers. 538 pp. (Boston: Houghton, Mifflin Company; $3.75.)

In his exciting historical pages, Claude G. Bowers has given us more than a portrait of Thomas Jefferson; he has shown us a heroic character outlined clearly against the death struggle of the Federalists. Jefferson believed in arousing the interest of the average man in government; the Federalists wanted to keep the political power in the hands of the few and "make State justice and State power a shelter of the wise and the good and the rich."

Bowers makes the issues of that day seem alive, contemporary and human. And more dramatic than are those of to-day. The current generation politicians, when it comes to denouncing opponents, are sissies compared with the robust haters of Jefferson's day. The author has been pretty careful in the documentation of his book; and he scores a new high in describing the reactions of the Federalist *Joves* to the Louisiana Purchase. "Shyster!" was one of the gentler names they hurled at their President.

The country in those days must have been "in a healthy state of ferment"; to-day, we would hardly stand for our representatives engaging in "common tavern brawls," and it is doubtful if the nation would tolerate a situation in which "many deliberated in the House and Senate with guns in their pockets."

Yet, amidst all the screaming of the Federalists, who were somewhat analogous to the "economic royalists" of to-day, most of the New England States had slid into the strong-central-government ranks of Jefferson.

The Federalists, who had sold their holdings in anticipation of a collapse of the country's finances, ran for cover.

Mr. Bowers states in the preface of his book that he is an exponent of Jeffersonian principles. His writing, therefore, must be judged on his success in making Jefferson a hero and rescuing him from the somewhat poisoned pens of nineteenth century historians. The author, be it admitted, has succeeded to the extent that even readers of the Dumas clan will find in the pages of "Jefferson in Power" four or five evenings of grand and glorious reading.

Critical Opinions—Herschel Brickell in the New York Evening Post: *"Every right Jeffersonian will find it as pulse-quickening as I did, and those who do not know what a great man Thomas was ought to read it for the good of their souls."*

Gerald W. Johnson in the Baltimore Sun: *"Mr. Bowers is not to be regarded as an impartial historian. He is a frank partizan . . . and he avowedly sets out to present the other side. . . . Bowers loves color and he makes the most of his opportunity; the result is page after page of extraordinary pageantry. . . . The net result is a volume so much livelier than the average novel that the comparison is painful."*

* * *

American Acres. By Louise Redfield Peattie. 308 pp. (New York: G. P. Putnam's Sons; $2.50.)

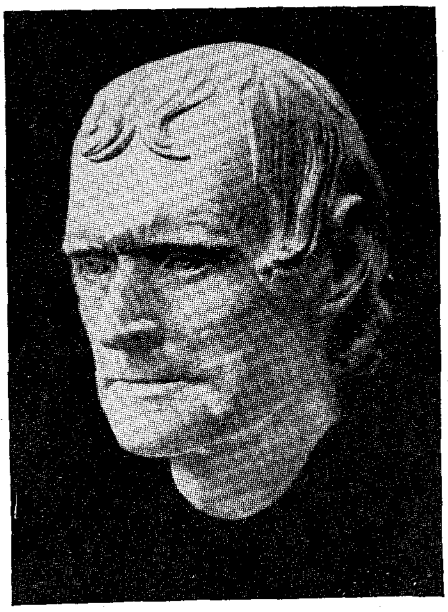
This tale of the Great Plains concerns those who, in their covered wagons, went west, to make Horace Greeley a prophet and America a nation. A long time ago, *Mr. Honeywell* carved out his space in Grand Portage. He bequeathed to his children a certain physical and moral toughness which, albeit upon occasion it skipped generations, bobbed up again to keep the strain from running to seed.

Vincent, the great-grandson of the founder of this plainsman's dynasty, went across the Atlantic and wooed an ex-patriot's daughter, steeped in Continental culture. But a daughter of theirs, *Amie,* eventually landed in Grand Portage, to take root in the land of her paternal ancestors.

Amie becomes the story, so delicate in words but so profound in feeling, of the Great Plains which, despite their bluster, hold their sons and daughters loyal.

Critical Opinions—Edith H. Walton in the New York Times Book Review: *"One can read 'American Acres' purely as a romance, but its true distinction lies in the feeling for Illinois earth which permeates its pages. Grand Portage . . . dominates the book and gives it character. Otherwise it would be merely an agreeable but trifling love-story, which relies heavily on slightly theatrical incidents."*

Wilson Follett in the Saturday Review of Literature: *"Mrs. Peattie's first hundred pages, which tell the story of a childhood in the country, make an American idyl of the utmost exquisiteness . . .*



Thomas Jefferson, from life-mask by Browere

Louise Redfield Peattie paints pioneer West *make a reader homesick for a place where he never was at home."*

* * *

The People, Yes. By Carl Sandburg. 286 pp. (New York: Harcourt, Brace and Company; $2.50.)

Carl Sandburg feels, and when he feels, he writes. Better, he puts his writing into feelings that even the dullest can feel themselves.

Sandburg speaks with the voice of the great Middle West; this time, he speaks of the distressed farmer who would like to shoot somebody, but who, in his honesty, wants to make sure it is the right person. Being a poet, Sandburg appreciates the perplexity of one who thinks he ought to shoot, but wouldn't shoot the wrong man.

In his travels, this angry poet experiences the slow resentment of those who plow, cultivate and stand on the straw-stack. He has put to wordy music the pangs, the joys and the moving sorrows of what a too-indifferent and boot-polished East has called the "sticks."

He prophesies:

> The people live on.
> The learning a blundering people
>   will live on.
> They will be tricked and sold and again
>   sold
> And go back to the nourishing earth
>   for rootholds.

His people are:

> Hard as a steel hand steel-gloved.
> A steel foot steel-shod
> For contact with another testament:
> "All men are born free and equal."

Here is no threat; red-baiters will have a hard time with Minstrel Sandburg. He is twanging no lyre for any political party; but his faith in the human beings who feed the country is boundless. And he is their guide and might be their strength, since he can say what they feel but can not utter.

Critical Opinion — Stephen Vincent Benet in the New York Herald Tribune Books: *"This voice doesn't come from Moscow or Union Square. It comes out of Western America, and it is the voice of somebody who knows the facts, the folk-words and the tall tales of the people. It is as honest as it is questioning and it speaks its deep convictions in a tongue we know. And there is warning in it as well as hope."*

Non-Fiction

An American Doctor's Odyssey. By Victor Heiser. (Norton, $3.75.) Further proof that all doctors should be put to work writing their memoirs; not one, in our experience, has yet been dull.

Me, Detective. By Leslie T. White. (Harcourt, Brace, $2.50.) Hair-raising true-story stuff of how a "fly-cop" of the Los Angeles District Attorney's office found life pretty hard.

The Eagle Screams. By Coley Taylor and Samuel Middlebrook. (Macauley, $1.) Mr. Farley, predicting that it would be a dirty campaign, "didn't know nothin'." Here's what they said about such stalwarts as George Washington, Thomas Jefferson and Abraham Lincoln.

Fiction

They Walk in the City. By J. B. Priestley. (Harper and Brothers, $2.50.) Mr. Priestley's version of the boy-meets-girl formula. Let's get back to the Good Companions, Mr. P.

Midnight. By Julian Green. (Harper and Brothers, $2.50.) Julian Green, expert in gloom, writes what is perhaps his most fantastic horror tale.

An Old Thrill Hunter Gets a New Thrill

By Rex Beach, *Author of "The Barrier" etc.*

I'M a thrill hunter. I like excitement and I've explored several frontiers looking for it. The other day I got a real kick out of exploring a factory! In Boston!

This was the Gillette factory where precision is raised to the nth degree. I beheld efficiency perfected. I saw machines too complicated for the average man to understand—machines which performed operations too intricate, too painstaking for human hands to attempt. Every hour in the day, miracles, both visible and invisible, are wrought by these mechanical wizards.

A human hair is only 3/1000 of an inch thick, yet I saw ribbons of the best razor steel in the world—miles of such ribbons—every foot rolled to such a precision that a variation of *one-tenth of a hair's breadth* caused it to be immediately rejected.

Electrical robots, swifter and more cunning than human beings, govern the tempering of the blade steel. Almost instantaneously, these sensitive devices regulate the heat of the furnaces to the fraction of a degree. The hardness of the finished steel is tested with diamond pointed punches, and the punch marks are microscopically gauged to guarantee absolute uniformity. An X-ray eye looks through the metal itself with a vision so clear that a change in its structure due to mere bending can be detected.

The most extraordinary piece of equipment is a photo-electric device which makes it possible to measure the sharpness of a razor blade, although the cutting edge is barely 1/80,000th of an inch thick! Gillette engineers invented this device; there is no other in existence and it is in constant use to check the efficiency of the grinding, honing and stropping machines.

In the sharpening process, the same exquisite refinement of technique is employed and finally every finished blade is inspected and tested before it goes out.

Even in the packing, each blade is ingeniously fastened inside its moisture proof envelope so that its super-keen edges cannot be dulled by touching the paper before it reaches a user's hands.

Upon leaving the Gillette factory I was convinced that I had beheld a miracle of scientific accomplishment. This morning when I opened a new package of Gillette Blades I realized that these are truly the Blue Bloods among razor blades—the finest that modern science can produce.

Here are the facts about razor blades. Why let anyone deprive you of shaving comfort by selling you a substitute! Ask for Gillette Blades and be sure to get them.

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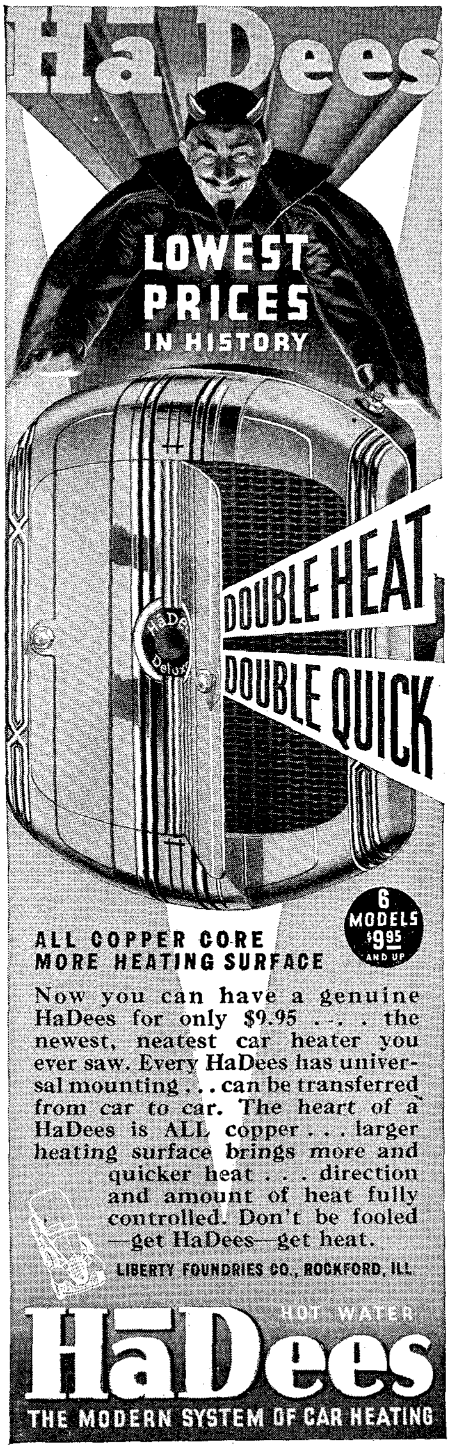

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Science and Medicine

CURATIVE REMEDIES FROM SNAKES

The Bite That Kills Furnishes Healing for Stubborn Ailments

Nowadays, a snake in the grass may turn out to be the beginning of a good business for the person who brings it back alive.

Science keeps finding new uses for snakes. For years, the venom from poisonous breeds has been utilized in combating snake-bite. Last week, Dr. Lee D. Cady reported in *Hygeia* that the venom of the cobra, the rattler and the daboia was being used in treating some of mankind's stubbornest ailments.

Because of this, a few hardy wanderers make a profitable business of capturing rattlers, copperheads, moccasins; in Central and South America, the vicious fer-de-lance. They sell them to dealers who in turn market them with experimenters, side-show operators and makers of antivenin.

Fifty Cents Up—Catchers get from fifty cents to $5 each for snakes, depending upon the size and health of the specimen. Generally caught with a forked stick, the reptiles are packed in a wooden box, sometimes in water, and shipped by express. Rattlers are gathered almost all over the United States, the best ones coming from Arizona, Colorado, Texas and Wyoming. Cotton-mouth moccasins are caught in Florida. The best copperheads, which are becoming rare, grow in Florida, Georgia and Texas.

All snakes belong to the high-sounding order of *ophidia,* not a secret society, but the name of a biological family tree. One main branch of the serpent tree is the *colubridae;* the other is the *viperidae.* Each of these branches has many twigs that are harmless. The garter-snake and the black-snake are innocent *columrines;* the cobra, belonging to the same group, is deadly.

The daboia, or Russell's viper, is a common snake of India. American vipers are the poisonous trio—the rattlesnake, moccasin and copperhead. Each kind of snake has its specific variety of poison; but all snake-poisons contain more or less of several distinct substances, identified by the way they act.

Poisons—The three chief substances are the neurotoxins, poisonous to the nervous system; the hemolysins, which break up red-blood cells; and the hemorrhagins, which rip the lining out of blood capillaries.

The daboia has a substance in its poison that causes rapid clotting of the blood. A bit of this clotting poison may clog the lungs and strangle the snake's victim; or it may clog the heart. Yet this poison, deadly in too large a dose, saves lives, with proper use.

Normal blood carries its own blood-clotting substance, which heals a wound when the blood is exposed to air. The blood of hemophiliacs, however, is deficient in it, and they may bleed to death from the smallest cut. The Count of Cavadonga, son of ex-King Alfonso of Spain, is such a hemophiliac. But it is, of course, no royal malady; many a commoner suffers from it.

Bleeding Remedies—Drs. R. G. MacFarlane and B. Barnett of London recently made some experiments with hemophiliac blood, which, if left alone, sometimes does not clot for forty hours. With a trace of daboia-venom in it, it clotted almost normally.

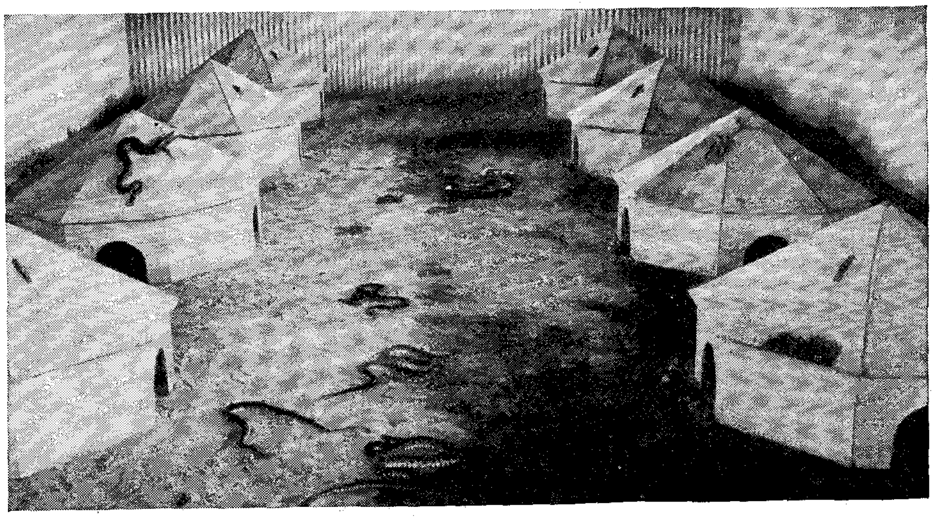
Encouraged by test-tube experiments, the London physicians made a germ-free preparation of daboia-venom and applied it to the wounds of bleeders. They reported that only one part of venom in 100,000 parts of hemophiliac blood clotted the blood in seventeen seconds.

Water-moccasin venom, Dr. S. M. Peck of New York has found, is useful in the treatment of a different kind of bleeder—one who bleeds into his own internal cavities, possibly as a result of weakened capillaries.

Doctor Peck, beginning with animal experiments, discovered that moccasin-poison contains a substance which, used in small doses over a period of time, toughens the delicate walls of the blood capillaries. It actually caused chronic bleeders to stop bleeding.

Narcotics—The poison of a cobra attacks the nervous system rather than the blood. A victim soon becomes unable to speak, lapses into a state of medical shock and dies of paralysis of his breathing apparatus.

Suppose, suggests Doctor Cady, a physician had a patient whose severe pain called for increasingly large doses of narcotics. Desperately he would search for something which might relieve his patient



Courtesy of *Science Service*

When snakes housed in these pits are hungry they are "milked" for medicine for longer intervals without disagreeable after-effects. Might he not think of some way to tame the fury of cobra-venom?

In France, several physicians recently began making such experiments, especially Drs. Maxime Laignel-Levastin and N. T. Koressios of Paris. Others in Europe are making further tests. If they succeed, the cobra-infested countries, from the Cape of Good Hope northward through Africa, Arabia and India to South China, may have a new snake-hunting industry.

Venom Factories—The two chief gathering points in America for experimental snakes are the Florida Reptile Institute at Silver Springs and the Mulford Biological Laboratories of Sharp and Dohme at Glenolden, near Philadelphia.

The Florida Reptile Institute was started as a hobby in 1925 by E. Ross Allen, Director, who built it into a self-supporting business owning $25,000 worth of buildings and equipment, employing twelve persons. It carries on research, sells venom and snakes to experimenters throughout the world; handling about 250 coral-snakes, 1,200 diamond-back rattlers and 2,000 cotton-mouth moccasins a year.

Snakes are "milked" each Sunday afternoon—sometimes 200 or more at a session—by catching them behind the head, thrusting their fangs through a rubber membrane stretched across the top of a glass vessel; and squeezing the poison sacs. The venom, a yellowish liquid, is later allowed to dry, leaving a dark gelatin-like material which is sent to experimenters in vials. Dissolving readily in water, the venom is returned to its original state.

FEVERS CURE: Hippocrates Was Right, Therapists Discover, in Fighting Ancient Plagues

"Give me the power to produce fever," Hippocrates, the Father of Medicine, said 2,300 years ago, "and I will cure all disease."

For several years, now, physicians have been able to produce artificial fever. Last week, when members of the American Congress of Physical Therapy met in New York to discuss their specialty, they told how at least two diseases that yield stubbornly, or not at all, to medical treatment have fallen before the attacks of the physical therapists.

Syphilis and gonorrhea, caused by fragile organisms, unable to withstand as much heat as that of the human body, are literally cooked to death by artificial fever.

Syphilis has been cured in three months by a combination of artificial fever and arsenical injections. It yields to ordinary medical treatment only after eighteen months to two years. Gonorrhea in women, often incurable by any medical treatment, has been vanquished by two or three applications of heat.

Wide-Spread Tests—These are physical therapy's greatest triumphs to date. But, said Dr. William Bierman of New York, President of the Congress, this science still is young. Physical therapists are experimenting, not only with the application of heat, but also with ultraviolet light, electricity and other physical means. In arthritis, rheumatism, arteriosclerosis and circulatory troubles caused by such diseases as diabetes, they afford relief for thousands, sometimes cure. They speed the healing of broken bones and the strengthening of disease-wasted muscles.

Dr. Norman Cole of the Johns Hopkins

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Hospital, Baltimore, Maryland, reported that physical therapists will be called on more and more to treat ills of the capillaries—the tiniest blood-vessels.

Opened and spread out, the capillaries of an average man would cover an area of 6,300 square yards, more than 3,000 times the area of the body's surface. There are 62,000 miles of capillaries in the muscles alone; more than 100,000 miles in the whole body—enough to encircle the earth four times.

The aging process known as hardening of the arteries affects these minute vessels, too. When they become plugged, gangrene sets in. Diseases of the capillaries may be at the root of many heart troubles; for by their interaction with the muscles, they help keep going the heart circulation. Proper physical therapy treatments help preserve their elasticity, keep up vigorous circulation, prevent disease.

Scoffing Observers—Before the World War, recalled Dr. Disraeli Kobak of Chicago, therapists struggled to make known their kind of healing. They were considered charlatans, their electrical appliances regarded with suspicion. But in 1917, Allied generals noticed that German regiments were able to return to the trenches sooner than were the Allied troops. Spies learned the secret; German base hospitals were applying the methods of therapy.

To-day, almost every physician makes some use of physical therapy. Hundreds of kinds of machines are manufactured to give ultraviolet, galvanic or heat treatments. A few years ago, Dr. Willis R. Whitney, Director of Research for the General Electric Company, became interested in the production of heat by short-wave radio and developed the first radio fever-machine.

This apparatus duplicates the highest natural fevers, which are nature's attempts to fight disease with heat, at temperatures of 106 and 107 degrees. Patients suffering from arthritis, lumbago or venereal diseases come out of the heat treatment none the worse for the experience and with the disease controlled.

Only expert physiotherapists, of course, can manage such treatments safely.

MIND'S HAY-FEVER: Some People Are Sensitive to Ragweed, Others to Mothers-in-Law

While thousands of real hay-fever sufferers were waiting last week for first frosts to relieve them of their trouble, a psychiatrist of Appleton, Wisconsin, was speculating on the number of cases caused by "mental ragweed," which no frost will relieve.

For, reported Dr. Wallace Marshall, of the Appleton Clinic, in *The American Journal of Psychiatry*, the mind can have hay-fever-like reactions, too. Some people are supersensitive, or allergic, to pollen, milk, silk, fur, dust, heat or cold. Others are allergic to mental irritations, such as overbearing wives, inferiority complexes, trouble at the office or uncongenial mothers-in-law.

In-Law Trouble—Real hay-fever often begins after exposure to a great deal of pollen. Thereafter, the least whiff of that pollen will start a paroxysm of sneezing. In a comparable way, Doctor Marshall explains, an overdose of irritative mother-in-law may make a person supersensitive to her. Thereafter, even a mention of the subject may be enough to start a tirade.

"The respiratory embarrassment which the stutterer suffers is a psycho-allergic reaction which may have an inferiority as its basis," remarks Doctor Marshall.

"The individual who faints at the sight of blood suffers a psycho-allergic reaction that can be traced to a specific emotional upset.

"The drunkard seeks a flight from reality in liquor. He does not drink for the sport of drinking, he imbibes because he needs a retreat from the definite psycho-allergens to which he has developed a state of hypersensitivity."

"Shot" in Brain—But what to do about it? Some hay-fever victims are desensitized by injecting a series of small doses of pollen extract.

Doctor Marshall thinks sufferers from mental hay-fever also can be desensitized by a series of small doses of what is troubling them, perhaps aided by psychoanalysis.

SCIENCE SHORTS

Life and Noise—Noise swells the brain, shatters the nerves, affects the hearing, and ought to be abolished, say doctors. In the midst of world-wide campaigns against noise, two Tokyo scientists have found something in its favor. White rats, widely used to test out theories later applied to human beings, lived longer when subjected to noise.

Drs. Yoshitomo Fujimaki and Kunitaro Arimoto, of the Tokyo Hygienic Laboratory, began their experiments in 1930, conducted them exhaustively. They raised families of rats under an elevated railroad over which 1,283 trains roar daily. A similar group was raised in quiet.

The noise-raised rats lived an average of fifty-three days longer than the others. Doctor Fujimaki calculates that a day in the life of a white rat is equivalent to a month in the life of a human being, so the difference might amount to nearly four and a half years.

But the noise-raised rats paid for their longer life. They were more nervous, grew less, had less fertility and a higher infant death-rate than those kept under normal conditions.

* * *

Rainiest Spot—Last week, while weathermen in continental America were totting up the broken drought records of the Middle West, their colleagues in Hawaii were beginning to plan their annual ascent to one of the world's wettest spots, the top of Mt. Waialeale, in the middle of the Island of Kaui.

The average rain-fall there piles up to the impressive figure of 450 inches or more, while in some rainy years it has been as high as 600 inches.

To keep an accurate record of this extraordinary rain-fall, a huge rain-gage, bigger than a barrel, has been set on the mountain-top.

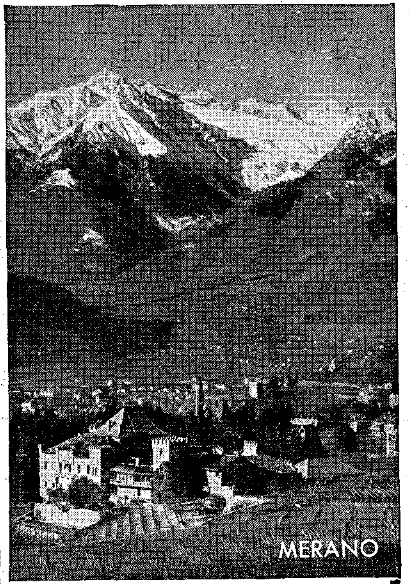
It will take care of 900 inches of rain-fall without overflowing.

The gage is read only once a year because it is such a nuisance to get to the summit of Waialeale.

Most of the way must be hacked through dense, wet, matted trees, shrubs and vines, trickling with numerous rivulets. Ascending weathermen often get stuck in the mud.

At the base of this 5,000-foot mountain, the annual rain-fall is only about eleven inches—the same as in the drier parts of Arizona.

INEXPENSIVE



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Off-Side

Two Tickets—When a motor-cycle policeman stopped George Lyner of Kansas City, he replied he wasn't going to a fire, just a ball-game. "I guess I'll have to give you a ticket," said the officer. "That's certainly white of you," replied Lyner. "Would you mind giving my friend one, too?" They both got their tickets, but not to the ball-game.

* * *

Nature's Machine—A New York policeman stormed into a ground-floor office on upper Fifth Avenue and demanded removal of "that mechanical contrivance" from the window. Mechanical contrivances draw crowds, hence are tabu. It turned out to be a praying mantis.

* * *

Belle D—For no reason other than to make a "sweet sound over the countryside at eventide," Poet Wallace Havelock Robb of Kingston, Ontario, bought a big $1,000 bell with the tone D-natural. He calls it "Gitchi Nagamo," Algonkian for "a beautiful song."

* * *

No Rent—For ten years nobody knew who owned a six-flat house in Chicago, so nobody paid any rent. Recently an eighty-one-year-old tenant decided to play owner. He tried to evict a non-payer and ended in court. Now every one wants to move in.

* * *

Fish Story—Howard Roger, unemployed Negro of Orange, Texas, caught a 110-pound fish and got his name in the papers. A former employer, reading of it, remembered him. Now Rogers is a sleeping-car porter again.

* * *

Devil's Work—Sinners in Suffolk, Virginia, have stolen a church. One day the Holiness Church of God in Christ was standing. The next it had disappeared. A posse of the faithful are seeking clues.

* * *

"Will-yum"—At a husband-calling contest in Marshfield, Massachusetts, Mrs. William A. Underwood threw back her head, filled her lungs and called "Will-yum." The other contestants withdrew.

* * *

Wrong Tree—Bloodhounds trailing a convict escaping from Kilby Prison, Alabama, followed him into a swamp and then treed another man. Fortunately, he, too, was wanted.

* * *

Cheap Fun—In Montreal, unemployed can dance all night for three cents, and proprietors still make money! They pay no license.

* * *

Sea Suit—Five New York school-teachers are suing a Canadian steamship company for $126,500 because they got seasick.

* * *

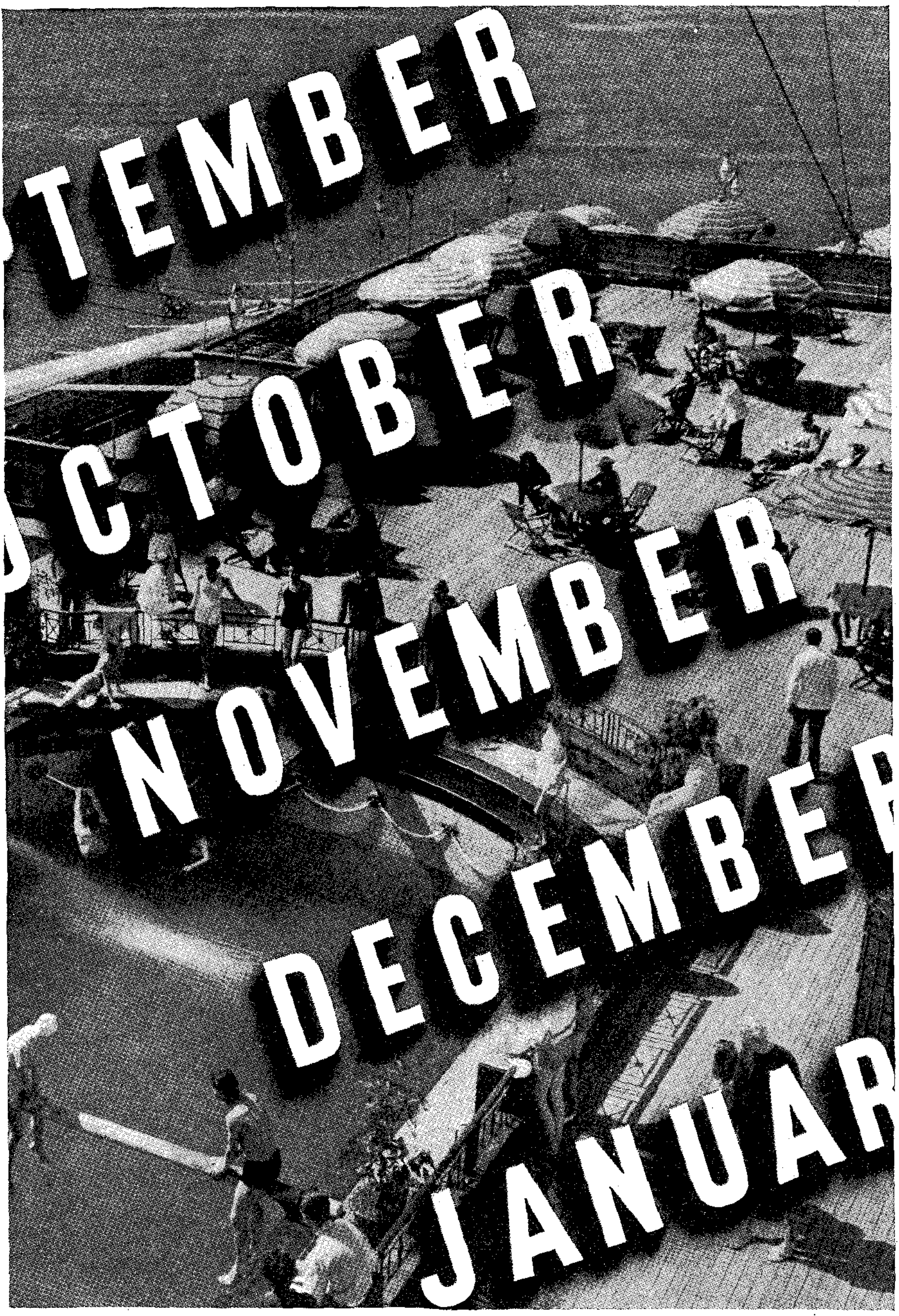
Unwanted—A sign over the maternity ward in Queen's Hospital, Honolulu, reads: "NO CHILDREN ALLOWED."

* * *

No Pied Piper—When 50,000 mice invaded the Chinese town of Schengchong even the dogs and cats fled.

* * *

Calling—At Hiram College, Ohio, a young man calling on a girl isn't "dating," he's "perching."



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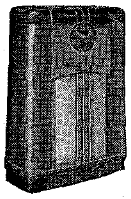

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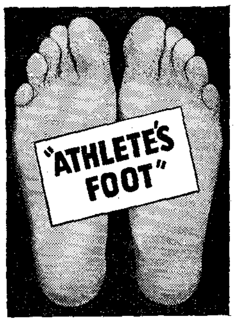
BEWARE OF FOOT ITCH

Says Dr. Scholl, the Famous Foot Authority



Never neglect itching feet and toes. If the skin is red, raw, cracked or breaking out in tiny blisters—it may be "Athlete's Foot". It's highly infectious and often spreads to other parts of the body. Don't experiment with "cure-alls" and prolong your misery. The sure relief for this foot disease is Dr. Scholl's SOLVEX. Relieves intense itching at once; quickly kills the fungi it comes in contact with and helps Nature heal the skin. Get a 50¢ or $1.00 jar today at your drug, shoe or department store.

Dr Scholl's SOLVEX

Parade

Churchgoing in Britton, Michigan, struck a snag recently. The buzz of bees has been keeping the congregation of the Methodist Protestant Church at home baking pies instead of listening to sermons. A band of itinerant stingers wandered into the belfry, took a liking to the bell and threatened to swarm down any time it was tolled.

Ben Beasley, preacher in charge, in the absence of the Rev. Sam Tamblyn, described the visitors in the belfry thus:

"They got in there a couple of months ago and we haven't got 'em out yet. We had a fellow that promised to smoke 'em out last week, but I guess he didn't do it. I think I've got a man to do it this week, tho. I guess the bees are near the bell. But we're not sure.

"Every time the bell rings, down they come. They stung Reverend Tamblyn several times, but he's a stocky, placid Englishman, and didn't get ruffled. He's even-tempered and away visiting now. He is the janitor and rings the bell and takes care of the church. I'm just a member of the Board and have only a local preacher's license. So I'm not a reverend. The bees don't get into the church proper, but only outside and in the entry where the rope is.

"We had 'em a few years ago but not so many. They generally die out in the winter, but this swarm looks as if it's going to stay. The people don't come to church because they are afraid of the bees, so I guess we'll have to get 'em out soon."

* * *

Most likely of human targets on the nation's highways at night are persons in blue overalls, stated **Dudley M. Diggs**, Special Representative of the General Electric Company. Launching a campaign to suggest that 50,000 miles of heavy-traffic highways be lighted, the organization revealed statistics on night-time fatalities. Whereas only one-fifth of the nation's traffic is at night, half of the accidents occur during this period. Mr. Diggs also argued that it would be unprofitable to light any but the most traveled routes. Sixty to 65 per cent. of the injured were pedestrians, most of these native to the vicinities of the accidents.

* * *

Richard R. Lyman, one of the twelve apostles of the Church of Jesus Christ of Latter Day Saints, sailed for London. Doctor of engineering and governmental adviser on the Hoover Dam construction, Doctor Lyman will head the eleven Mormon missions from Norway to South Africa for the next three years. He was accompanied by his wife and young granddaughter, Amy Louise Lyman.

* * *

"Whenever I take a night trip I wear a nightie instead of undies," declared **Clarence Darrow**, lawyer. "It's the only way to travel in a sleeper, and it saves contortions in a berth." Mr. Darrow admitted that under his gray sack-suit he wore a nightgown when he appeared recently at the Union Station in Cleveland.

Upon paying $15 for a trailer, Missouri farmer **Billie Foster**, twenty-four, was no end surprized to find a lion as the undisputed tenant. "That goes with the thing," said farmer Christy Moore, who had bought the animal from the Nutt Brothers Circus for $40.

Abashed, if intrigued, Foster took trailer and lion home. Then the fun started. An

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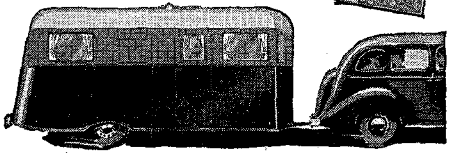

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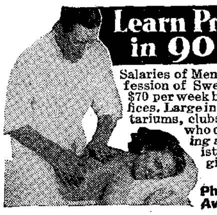

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unusual sight for Shelbina, Missouri (pop. 1,826), the lion needs fifty-two pounds of fresh meat every other day. He weighs 500 pounds and is accustomed to another six pounds of butcher's scraps daily. In two weeks he has eaten a horse, a cow, three sheep and everything else in sight. He is kept on a field at the edge of town.

Foster is perplexed about what to do with the beast. The St. Louis Zoo has refused to buy him, as it also refused to purchase a deserted camel several weeks ago. Foster is unable to shoot his lion without a government permit; likewise he is unable to keep him without one.

And he'd like to use his trailer.

* * *

Erskine Gwynne, former Editor of *The Boulevardier* in Paris and now writing scenarios in Hollywood, has been decorated by the French Government with the insignia of *Officier d'Académie*. When informed of the honor, he said: "I am very pleased with the decoration, altho lots of people will state that my career in Paris deserved a medal . . . not mentioning what kind."

Acme

For Miss Gipsy Rose Lee one less thing just led to another

En route to Princeton to write a book about his philosophy, **Dr. Lin Yu-tang,** Chinese writer and author of "My Country and My People," declared that the Chinese people were not as vague as some think. "They just start out with the idea that we have a limited span of life, and their philosophy deals with the art of living."

Another long-distance American wedding will be held in Irak this fall. **Miss Frances I. Wolf,** Secretary of the Franklin Society in New York, will travel 8,000 miles to marry **Robert Gordon Bell Pringle.**

* * *

"I was supposed to be Florence Lake's French maid," laughed **Ginger Rogers** of the movies in explaining how she managed to tour New York without being recognized. "I wore a brunette wig and my teeth were covered under porcelain. So I could ride buses, shop and go sightseeing in peace."

Tattooing is going out of favor with the 1936 gob, according to **Capt. Randall Jacobs,** U. S. N. "We have no figures, but I'll bet tattooing is at its lowest ebb in history."

"If the Navajo husband proves incompatible, his wife may put his saddle outside the *hogan* as an indication she is through with him," said **Mrs. Clara Lee Tanner,** Assistant Professor of Archeology at the University of Arizona. Indian women still rule the tribe, she added, and Navajo newlyweds have taken to canned goods with gusto for ceremonial wedding-dinners.

In Paris, **Ely Culbertson,** international bridge expert, announced the forthcoming inaugural of a "supreme court" of bridge. The court will be established at The Hague and will govern 28,000,000 bridge-players in fifty-five countries.

Dr. Charles Mayo of Rochester, Minnesota, is touring the country in a new luxury trailer. Proud of his "covered wagon," he declared: "Now I won't have to go hurrying away from all those places that don't have hotels."

An engraved scroll from the United Hospital Fund of New York was presented to the American Hospital at Neuilly, France, by **Gen. John J. Pershing.** The ceremony marked the twenty-second anniversary of the First Battle of the Marne.

Dr. Hans J. Behrend does not believe in cold showers and warned 1,000 doctors of this at the American Congress of Physical Therapy. He prescribed the lukewarm shower, with the water temperature about the same as that of the body.

* * *

Abandoning the realm of burlesque, **Miss Gypsy Rose Lee,** one-time burlesque "strip-tease" queen, opened as a featured member of the revised "Ziegfeld Follies" at New York's Winter Garden. Appearing in song routines and sketches, she will tour the country as a member of the troupe. "I suppose the story of my success begins with a broken shoulder-strap," she declared. "Which led to one less thing and another—if you know what I mean. That's how I started this strip-tease business."

* * *

Two of the major fishing exploits of the year were reported last week. A tuna weighing 720 pounds was caught with rod and reel by **John Murray** off the New Jersey coast at Seabright. After a twenty-minute battle, **James J. Braddock,** world's heavyweight boxing champion, landed a 350-pound shark off Sarasota, Florida.

Object of much curiosity was Samuel of Speen, Shetland pony of distinguished parentage, sent to this country as a present to **Shirley Temple.** Samuel was named in a British newspaper contest. The prize-winner suggested Samuel because, according to Scripture, Samuel "was devoted to the service of the Temple."

* * *

Mrs. Della Carter of Detroit returned home to find her house being painted. Half the brown surface was already white.

"Gentlemen," she demanded, "what is the meaning of this?"

"Paintin'," said one workman.

"But I don't want it painted. I like my house the way it was, nice and brown."

Frantic telephone calls brought "the boss" of the paint concern.

"Get outa here," he shouted to his men. "Pack up, go away. You've got the wrong address."

Private Aubrey B. Ackley of the Plattsburg, New York, Barracks, found a rare coin while at maneuvers at Saratoga Springs. It was an English penny, minted about 1745 in the reign of George II and bearing a likeness of the sovereign with the words "Georgius II, Rex" and "Britannia" on the back.

Built in 1835 or 1836, the home occupied for two years by **Ulysses S. Grant** in Detroit has been opened as a memorial. The General lived there for two years after returning from the Mexican War in 1849.

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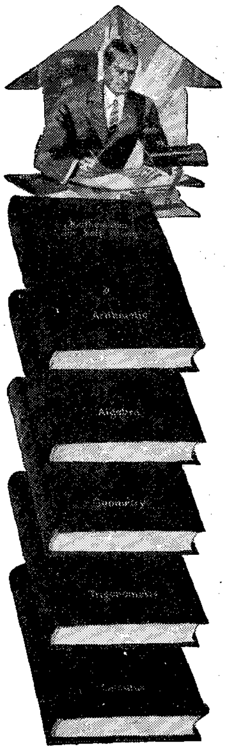

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MILADY'S FALL COSTUMES IN PREVIEW

Fashion Group Presents Approved "Futures" in Style and Taste

Woman pays and pays and pays. She even pays to get a first peek at what husbands will be paying for from now till doomsday.

Into the Grand Ballroom of the Waldorf Astoria, in New York, last week, swished 1,600 fashion leaders from all over the United States to pay $12.50 apiece for supper and see what the well-dressed woman will wear for the fall and winter of 1936-'37.

The occasion heralded the second international style-review to be held in New York, sponsored by the Fashion Group, a membership organization comprising women fashion authorities throughout America.

"Fashion Futures," as presented last year, was the first non-commercial, international fashion-review ever attempted in this country or abroad.

It created such a furor that not only were tickets this year at a premium, but more than 1,000 indignant and disappointed would-be spectators were turned away, and emergency police were called in to disperse the crowds.

Purpose—The purpose of "Fashion Futures" is to show the 26,000,000 women of America what to wear for the coming season and how to wear it. Prominent retailers of the country, advertising agencies and manufacturing concerns represented a wide division of the nation's business life with executives present to observe the supercritically-edited analysis of fall and future fashion trends.

Impaneled for jury-duty were America's top-flight style prognosticators: Edna Woolman Chase, Editor-in-Chief of *Vogue;* Mary Lewis, Vice-President of Best & Co.; Winifred J. Ovitte, Fashion Editor of *Women's Wear Daily;* Dorothy Shaver, Vice-President of Lord & Taylor; Carmel White Snow, Editor of *Harper's Bazaar*, and Tobe, of Tobe, Inc.

Theirs was the job of selecting clothes, fabrics, millinery, shoes, hosiery, jewelry and other accessories, make-up, hair-dressing and decorative trends that toed the line for 1936-'37.

As more than 100 models paraded before them, their photographic orbs clicked mental pictures with the rapidity of a machine-gun in action, and discarded, like so many blank cartridges, everything that did not conform to the proper "new trends."

On the Air—Broadcasting over a nation-wide hook-up, Kathleen Howard, former Metropolitan Opera and concert singer, now Hollywood star and fashion arbiter, acted as special commentator throughout the evening. Fashion editors from coast to coast went on the air to tell the women of their part of America the meaning of "Fashion Futures"—Dorothy Macdonald for the San Francisco *Call-Bulletin;* Sylva Weaver for the Los Angeles *Times;* Aileen Ryan for the Milwaukee *Journal;* Winifred Goodsell for the Cleveland *Plain Dealer;* and Nancy Turner for Station WFBR, Baltimore.

Officiating for NBC were Betty Goodwin and Nelson Case.

Dramatic Emphasis—Emphasis was placed on the dramatic presentation of fashion. Suits were dignified and approved; dressy afternoon frocks, imperial evening gowns, a swinging, slim, full-skirted, broad-shouldered silhouette, and a new low in neck-lines.

Black predominated as color, seconded by beige and rust tones, "danger red," "safety green," "cautious yellow" and manifold blues.

Strikes throughout Europe and America brought broadcloth into the front ranks of fashion as the only fabric available from attics and basements luckily overstocked during previous years.

Not only clothes but beauty and decorative trends in other fields were reviewed and meticulously edited—non-breakable glass furniture accompanied by the slogan that people to-day can live in glass houses and throw stones.

What the well-dressed house will wear was exhibited as a background for the manikins.

Novelty presentations included gowns of needle-point tapestry, "twin rompers," plus-fours, fishermen's coats, gipsy beach-dresses, alpaca mandarin coats and Tyrolian "play-frocks."

Versatile Lady—"A Lady in Action" appeared in regalia for "She Shoots"; "She Drives to Town"; "She Skates"; "She Skiis"; "She Rides a Bike"; "She Plays the Game."

A "glamour" act was the sensation of the evening.

The Fashion Group, assisted by Lew Lehr, Movietone News commentator, gave a refined burlesque of the "undieworld" of fashion. Working from the "outside in," a dazzling manikin modeled every layer from ermine evening wrap to gossamer scanties.

Closing the spectacular evening on a patriotic note, a "Coronation Scene" exhibited six of the original gowns worn for the coronation of the late King George V (1910-'11), tracing the analogy between fashions of that epoch and those for the pre-Coronation of King Edward VIII (1936-'37).

Patriotic Finale—As strains of "God Save the King" and "The Star Spangled Banner" seeped into the gold walls and red plush carpets of the Great Ballroom, 1,600 people sighed and went home, carrying the secrets of sartorial success for six months to come.

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Sports

PIGSKIN FINANCE: Radio Commercials Invade Gridiron—Will They Cut $40,000,000 Gate?

On barren, stone-pocked sand-lots and velvety, landscaped practise-fields, skinny, undernourished tenement-house urchins and husky, well-fed college students—four million or more of them—this month started mobilizing raw and seasoned material for one of America's most spectacular big-time industries: amateur football.

From Maine to Texas, from Florida to Washington, with stops every few miles along the line, Americans will stream into huge stadia for the highly publicized "major games," or string along the sidelines at comparatively unimportant grammar-school contests, at the rate of almost 5,000,000 a week.

Big Business—At the end of nine weeks, school and college athletic associations will have grossed somewhat more than $40,000,000, with net profits enough to support all or most of the other sports under their care. The season over, they will once again listen to the perennial forensics on "overemphasis," and settle down for another nine-month breathing-spell before the 1937 campaign begins.

How much more revenue the larger colleges will collect from oil companies and breakfast-food manufacturers anxious to broadcast rapid-fire advertising blurbs between plays and periods, is inestimable.

Public opinion, mildly excited over this phase of the industry when tradition-clad Yale University recently sold broadcasting rights for six home games to the Atlantic Refining Co., conceded that the Elis' $20,000 added to the others would be plenty.

Whether that "plenty" was enough to risk a loss in attendance was a problem that still worried college officials as the 1936 football season neared zero-hour.

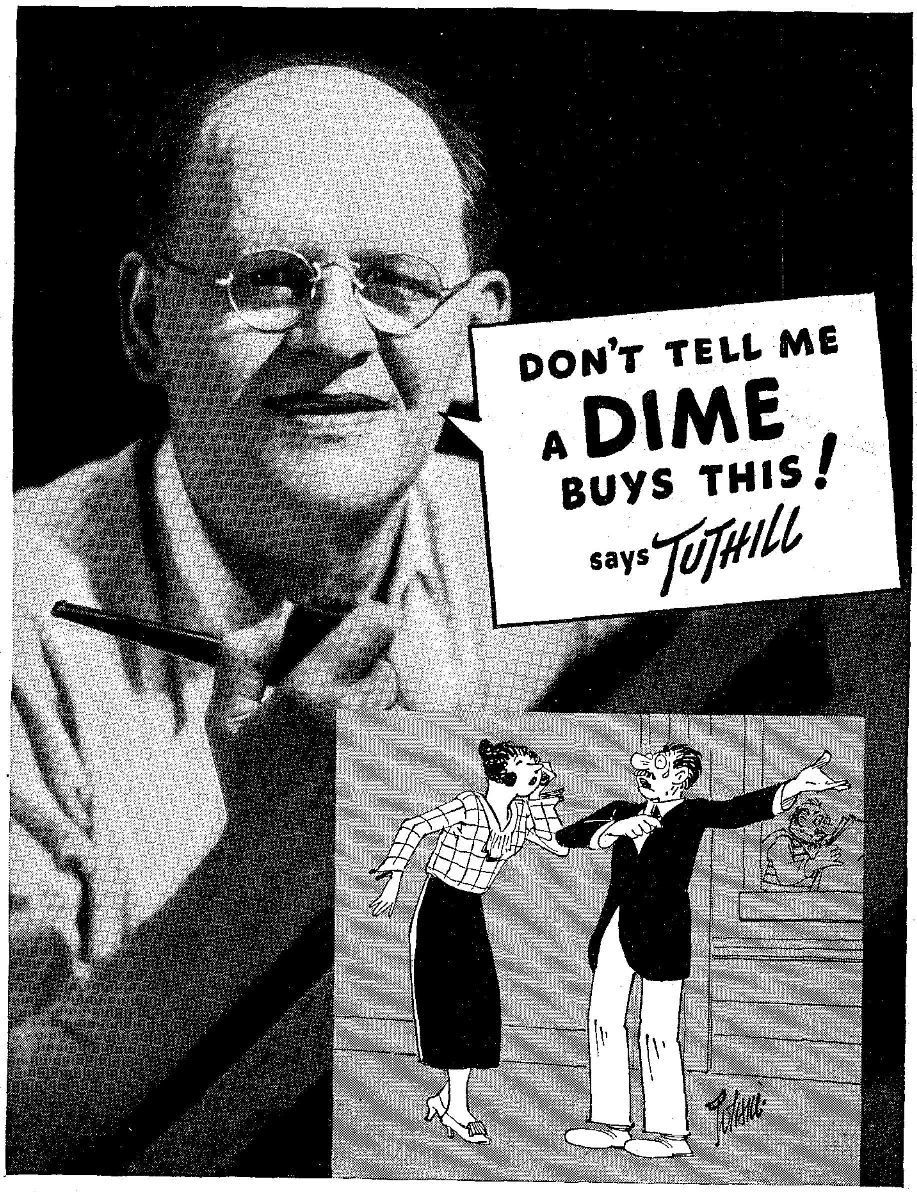
Of seventy-two schools questioned last fortnight by *The Nebraska State Journal*, John Bentley reports in a story copyrighted by NANA, Inc., thirty-seven permit radio-broadcasting, and thirty-five oppose it.

Western Takes—This year the ten-team Pacific Coast Conference will prorate the $100,000 it gets from the Associated Oil Co. among its members on the basis of attendance. As usual, the Southwest Conference will split its $14,000 take and its $500 per game fee, contributed by the Humble Oil & Refining Co., equally among seven schools.

The "Big Six" and the "Big Ten" Conferences have no restrictions or blanket agreements, preferring to let the individual schools balance offers from refineries or washing-machine factories. The Southern Conference, including Washington and Lee, University of North Carolina, Clemson, Duke, Maryland, North Carolina State, Virginia, V. M. I. and V. P. I., lets none of its members sell or give away radio rights.

Aside from a minority of "ivy league" colleges, still unwilling to sacrifice a mite of dignity for money, most athletic authorities opposing broadcasting do so on the frankly admitted argument that it cuts into the gate-receipts.

On the other side, radio people argue that exciting radio accounts create new



HARRY J. TUTHILL . . . Union Leader smoker, and famous creator of "THE BUNGLE FAMILY"

Yes, Mr. Tuthill, a dime's no longer small change. It's mighty important money when it buys that big red tin of Union Leader tobacco. This smooth old Kentucky Burley has got what it takes to win a man . . . and hold him. For mellowness, for fragrance, for downright smoking satisfaction, it matches any fancy pipe mixture in everything but price. (Aces high for cigarettes, too! Try it when you roll your own.)

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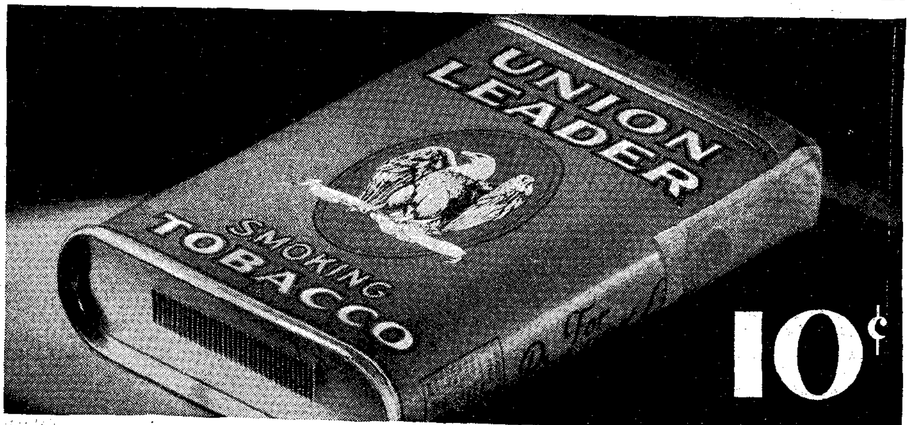
UNION LEADER



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Sensitivity, selectivity, tone and volume improved. No lightning danger or unsightly lead in and aerial wires. Makes your set complete in itself. Forget aerial wires and troubles—move your set anywhere.

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On the market five years. 100,000 satisfied customers in U. S. and Foreign countries. In use from the Arctic region of Norway to the tropics of Africa. Chosen by Government for use on Naval Hospital bedside radios. Each factory tested on actual long distant reception. Can not harm set—(Derives its energy from the earth radio waves, it therefore also in many cases helps to reduce fading and noises.)

5 DAYS TRIAL Mail coupon at once. Pay postman $1.00 plus a few pennies postage on delivery. If not entirely satisfied, return within five days and your dollar will be refunded without question.

JUST MAIL THIS COUPON
F. & H. RADIO LABORATORIES, Dept. 3, Fargo, N. D.
Send F. & H. Capacity Aerial. Will pay postman $1 plus few cents postage. If not pleased will return within 5 days for $1 refund. Check here ( ) if sending $1 with order—thus saving postage cost—same refund guarantee. Check here ( ) if interested in dealer's proposition.
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TOWN ....STATE........

football-fans who eventually will plank down their money for tickets.

That the financial end of amateur football should be of primary interest to the head-line colleges as well as to those who merely rate, from the sports fan's viewpoint, as names in the Saturday night "bulldog" edition, is natural. Without football, athletic associations at many colleges would be hopelessly involved in debts accumulated by steady money-losers like crew, fencing, tennis, squash and others.

Insurance Lack—Surprizing, however, in view of the tremendous sums invested and earned through football, is the lack of insurance against injury and death by the players who make the industry possible. Tho most schools and colleges endeavor to give their athletes adequate medical attention while they still are students, scarcely any have worked out arrangements under which the boys are cared for, once they have dropped out or have been graduated.

That there is a need for insurance of some kind is obvious. This fall, barring the intervention of miracles, between twenty-five and forty boys, most of them high school students or sand-lot players, will be killed in games or on practise-fields. Another 100,000 will be injured sufficiently to require medical care.

In a sport as hazardous as football, it is virtually impossible to eliminate injuries, and even occasional fatalities. Investigating virtually every school and college sport during a five-year survey, Professors Floyd R. Eastwood and Frank S. Lloyd of the New York University School of Education have found football far more dangerous than any other athletic game.

Casualty Ratios—In college ranks, Doctor Eastwood found, 150 out of every 1,000 players are injured some time during the season. Of the same number of men playing polo, the second most hazardous sport, only eleven are injured. Wrestling, the third most dangerous, has ten accidents for every 1,000 "exposures."

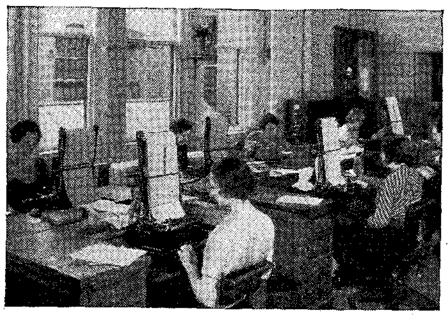
Among high school players, Doctor Lloyd found the proportion of injuries, 90.5 per 1,000, slightly less, as was the percentage of fatalities. From 1931 through 1935, there were 2.1 deaths for every 100,000 football players in high schools, and an even six fatalities per 100,000 in colleges.

While the game itself is the cause of a large percentage of accidents, many can be traced directly to poor coaching and inadequate equipment. Among high school and sand-lot players, to whom a training-table and close supervision of health off the field are virtually unknown, poor condition takes a heavy toll.

Whatever the causes of the huge annual harvest of accidents on playing-fields from coast to coast, the fact remains that no organized provision is made to insure the casualties against long and expensive hospitalization. Parents of high school students alone, Bob Considine predicts in the current issue of *Good Housekeeping*, will spend more than $1,000,000 for medicine and doctors' bills this fall.

Insurance Plea—First to realize the importance of financial protection in case of injury were high schools in Wisconsin. Six years ago they tried to interest insurance companies in working out some sort of group policy. The companies made a quick survey and turned the proposition down.

As a substitute, the 440 schools formed a Wisconsin Interscholastic Athletic Association. The sole requirements were membership in the Association, with payment



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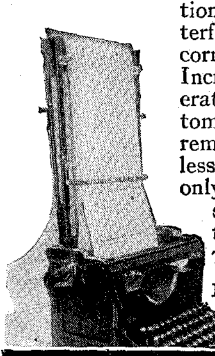

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of small dues, an approved medical examination, and official registration with the main office. The Association further stipulated that it could cover students only for sports approved by a physician and by their parents, and that payment for injuries would be made only if they occurred during a regular game or practise.

System Effective—The plan has been completely successful. During the first four years, the Association paid out slightly less than $25,000 for 1,954 accidents. More than $18,000 went to football players. And during those four years, 72,835 boys participating in all sports were guaranteed protection, partial or complete, against injuries.

Impressed by Wisconsin's success, New York State installed a similar plan two years later. In both school systems, schools are classed A, B, C and D, according to enrolment, and students pay fees graduated according to the degree of risk involved in the sport played.

To protect themselves against possible financial difficulties, both Wisconsin and New York Associations guarantee total payments up to, but not in excess of, the fund at hand. So far, neither has had to renege on a claim.

For high schools, such a plan offers a working solution to an ancient problem long confronting educational authorities and parents. Under law, schools are legally liable only when it can be shown there has been negligence. Consequently, parents usually have no redress in case of serious injuries to their sons.

Voluntary Help—In spite of this legal protection against lawsuits, colleges, as well as schools, have long felt and acted upon a moral obligation toward injured athletes. Annually they spend hundreds of thousands of dollars for medical treatment, in many cases willingly paying hefty fees to high-priced specialists.

But to a small school, even the highest sense of moral obligation is often insufficient to combat a lack of funds. Some, too small even to support an infirmary, have worked out a medical reimbursement plan, similar to the three-cents-a-day hospital scheme now working in many large cities. Payment of small dues, usually averaging about $10 a year, entitles all students, whether athletes or not, to get free medical attention in the local hospital.

© International

Who is it? . . . inevitable echo to America's most dangerous and thrilling sport

Experimentation—A few colleges have, through personal friendships, managed to interest insurance companies in group policies covering entire squads of athletes. Usually, however, insurance companies are cold to such plans, contending that inevitably they mean a dead loss. After working out elaborate plans for such insurance against death and injury, the University of California recently found its scheme, believed to be the first of its kind in history, could not be put into operation.

The main reason for insurance companies' lack of interest in group athletic policies, Doctor Eastwood believes, is a misunderstanding of the relative degree of hazard of each sport. Consequently, they have made their rates prohibitively high.

The ideal solution, he suggests, would be a central agency, possibly working through the American Football Coaches Association, to handle funds and place group insurance for all sports with nationally-organized companies. Loss through hazardous sports like football and polo, he feels, would be more than balanced by less dangerous games on the order of volley ball, indoor baseball and tennis.

SPORT SHOTS

A new world's champion who failed to win even one of the five races for the title was crowned at Rochester, New York, last week, when Adrian Iselin, 3d, well-known Long Island yachtsman, skippered his sailboat *Ace* to the 1936 International Star Class championship.

Sailing against thirty-four of the world's fleetest Star boats on choppy Lake Ontario, *Ace* finished second in the last race to defeat *BY-C*, California's 1934 and 1935 International winner, on points, 159 to 156.

* * *

While 2,000 local sports fans cheered and exchanged bets, new champions in every event on the program won a dinner a fortnight ago at the twenty-first annual Prisoners Track and Field Day at Sing Sing Prison, Ossining, New York.

Absent from the list of events held yearly on the enclosed athletic field backing the Hudson River were the swimming races, pole-vault, hammer-throw and wall-scaling against time. This year, because of an unusually large entry list, officials also eliminated one of the traditional and most popular sports: the pie-eating contest.

* * *

Winging their way westward over the sun-baked prairie near Williston, North Dakota, a flock of mallard ducks spotted open water, wheeled and dove for a three-point landing. Motorists observing the graceful formation landing reported a hasty, ungraceful take-off as the ducks discovered their oasis was a strip of shiny, oiled highway.

* * *

Rated a twenty to one long shot on the basis of his failure to win a single race on English tracks this season, William Woodward's three-year-old colt Boswell last week won the 156th running of the historic St. Leger Stakes at Doncaster, England, became the first American horse to take the event since 1912, and enriched its banker-owner by almost $53,000, the largest purse in six years.

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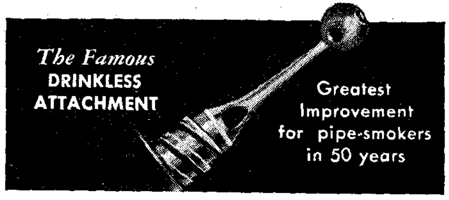
Drinkless, $3.50, Carburetor, $4,
Super-Grain, $5, Straight Grain, $10



SLASHING OF PRICES IN SUPERMARKETS

Food Bargains, No Service Frills, Booming Barn-Like Stores

Bergen *Evening Record* Photograph

In supermarkets like this, bargain-hunters find everything from canned goods to clothes to guppies

"Big Bear. World's Champion Price Fighter!"

On a December morning in 1932, economy-minded Elizabeth, New Jersey, housewives absorbed with their breakfast coffee that and other black newspaper advertisement head-lines.

"Big Bear, Country's Biggest Supermarket, Crashes Into New Jersey." Wide-eyed, they scanned Big Bear bargains: Quaker Oats, 3 cents; Lifebuoy Soap, 4 cents; pork chops, 10 cents a pound (currently 45 cents in Eastern chain markets).

Into family flivvers, Buicks and even Packards, housewives tucked market-baskets and hastened to Elizabeth's industrial district, a mile from its shopping center. There they found the cavernous, one-time Durant Motors plant togged out in carnival bunting. Over the entrance, in neon lights, flashed a giant bear. Beneath, in man-high letters, the new market boasted: "Big Bear, America's Thrift Center."

Carnival Atmosphere—With astute showmanship, the market's impresarios had transformed shopping drudgery into a circus lark. About the free parking lots barkers hawked hot-dogs, Big Bear balloons. To the crowds elbowing their way into the market, amplifiers blared popular tunes interspersed with superspecial announcements of superspecial Blue Card savings.

"Maxwell House Coffee, 22 cents! Come and get it while it lasts!"

Inside, an acre of cheap pine tables, temporary bazaar-like fixtures in gaudy green, groaned under piles of bargains. Customers received baskets, were invited to help themselves. Clerks gave no service over counters, merely rebuilt hills of merchandise higher as eager hands clawed them down.

Women clustered about the ten-foot high, twelve-foot wide mound of packaged coffee as if picking up rare objects of art for a song. Men elbowed one another ill-humoredly to get at the automobile supply booth, which offered everything for the car from a cotter-pin to a new top.

The housewife found she could have a pair of shoes repaired while she shopped, could purchase clothes-line, wash-boards, floor-wax, guppies, cheese, ping-pong balls, tea-balls. No siren salesmen coaxed her to buy, but she found it difficult to resist signs. Over a stack of canned fruit juice, gaudy lettering blared: "Drought Ruins Crops! Prices rising up to 50 per cent. Wise shoppers buy now."

Big Business—Breathless bargain hunters that night related their supermarket adventure to envious neighbors. In three days, Big Bear grossed $31,800, averaged more business daily than many retail grocers do in a year.

Independent retailers, corporate chain stores and wholesale dealers rubbed their eyes in amazement. The new supermarket had eliminated all forms of service, offered no credit, no delivery. Personnel consisted only of young men who kept merchandise piled high. Yet the store attracted thousands.

"Curiosity buyers," the chain men and retailers scoffed. "It won't last." But the curiosity buyers returned during the second week, driving as much as fifty miles; loaded their cars with foods, radios, hardware, tooth-brushes, paints, totaling $75,500.

At the end of a year, Big Bear's owners took pleasant stock. In their ramshackle merchandise circus, they had done almost $4,000,000 worth of business. Roy O. Dawson, who had learned to "know his groceries" under Clarence (Piggly Wiggly) Saunders, counted up Big Bear profits. Net for the first year: $166,507.

Then the wrath of the independent grocers and chains burst in a storm about Big Bear's aggressive head. United against a common enemy, New Jersey's retailers pleaded with wholesalers to bar sales to the price-cutting supermarket. To newspapers, they threw down a challenge: Choose between our advertising and that of the supermarket. You won't get both.

Big Bear growled, issued its own four-page newspaper, captioned "Bear Facts," slapped it on every door-step within a ten-mile radius of the market.

More Growling—On Page One, Big Bear's newspaper announced: "More Prices Crushed." On the back page, Dawson editorialized:

"The bulls can't take it. There are big interests. For convenience's sake, let's call them bulls who are operating with the delusion that they own the public and the public's money."

In the two weeks following publication of "Bear Facts," the supermarket grossed $80,226 and $91,692, respectively.

Big Bear stayed. Throughout New Jersey and other metropolitan centers, imitators feverishly set up Big Bears, Giant Tigers, Big Chiefs. The country followed.

This week, in Oakland, California, promoters rushed to completion a supermarket that promised to become one of the country's largest. In Boston, Columbus, Ohio,—in densely populated communities everywhere—"supers" have thrived. In Portland, Oregon, 60,000 buyers weekly now patronize the Portland Public Market; annual sales of food and household necessities gross between $5,000,000 and $6,000,000 annually. In Chicago's outskirts, Dawson's Trading Post weekly attracts 50,000 consumers, who spend more than $3,000,000 annually.

San Francisco boasts forty-two giant markets, Detroit eighty. In Los Angeles, "supers" and "cheapies" control 35 to 40 per cent. of all the food business. M. M. Zimmerman, in a survey for *Printers Ink*, has located 606 supers in seventy-seven cities. Last year, he could find only ninety-six in twenty-four cities.

He has found, furthermore, that many supermarkets have abandoned the barn-like, circus fixtures of the early Big Bear days, have evolved from "cheapies" into dignified, large-scale merchandising centers. In Portland, Oregon, for instance, the Portland Public Market represents a building investment of $1,250,000. Denver has a $1,000,000 food palace.

Super vs. Chain: To chain-store executives who had prided themselves on achieving an impregnable position with a formula of

Roy Orrin Dawson: his Trading Post in Chicago's outskirts grosses over $3,000,000 a year price and service, the supermarket provides no small headache. Corporate chain experts believed they had won over about one-third of America's housewives. With concern, they now learn that about one of every two is willing to forego all forms of service if she knows she can save money, particularly on food. Soberly, they admit that they are losing suburban trade.

To the chains, it seems incredible that the warehouse and barn-type market competitor which they see as the antithesis of all sound, scientific retailing should harm a chain system which swept everything before it two decades ago.

Yet supermarket stores continue to forge forward. Ruefully, chain-store executives recently watched an anniversary sale of a Columbus, Ohio, Big Bear. During two days, the sale attracted 50,000 buyers, sold 175 car-loads of merchandise. The Columbus super, they found, does more business under one roof in one week-end than at least fifty good sized chain-store units, or 150 to 200 average independent retail stores.

Two decades ago, chain stores undersold independent stores, almost swept them from the field. Now supers undersell chains. Trade publications, studying prices of both, find that on staple standard articles supermarkets undersell chains from 4.8 per cent. in Aurora, Illinois, to 22 per cent. in Elizabeth, New Jersey.

Worried Chains—In Eastern cities, 70 per cent. of supermarket business has been taken from corporate chains. Handicapped by the Robinson-Patman law, by increasing taxes, high leases and executive personnel salaries, some chains even fear for their very existence.

The supers not only undersell them, but add insult to injury by outcircusing them, surrounding prices and facilities with drama and ballyhoo. To housewives of suburban New York, for instance, King Kullen screeches in bold newspaper type: "King Kullen, World's Greatest Price Wrecker. How Does He Do It?" Weekly, the housewives jam fifteen King Kullen supermarkets to find out.

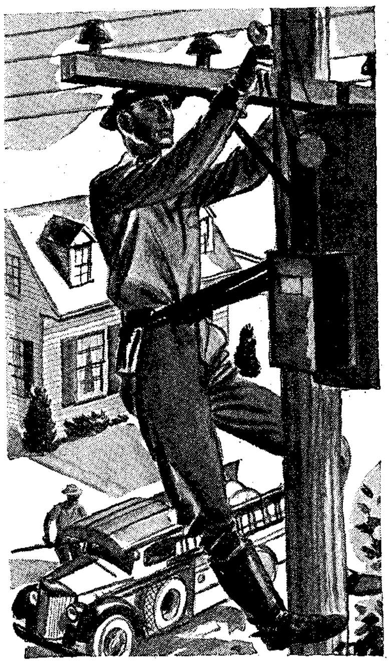
Chain executives, who at first considered what they often call "cheapies" a product of the depression, therefore agree that they must either meet the supers with their own ballyhoo and methods, or go out of business. The Great Atlantic and Pacific Tea Company already has converted fifty of its 4,000 units into supermarkets. Other chains are following suit by closing out small stores, enlarging others. Yet grocers know that the supermarkets grew in an era of declining markets and consequently must suffer as food prices rise. For this reason, some profess to see a coming decline in supermarket popularity.

Market Builders: Chiefly credited with the rise of the supermarket are two men, Roy Orrin Dawson and Michael C. ("King") Kullen.

Sharing Gov. Alfred M. Landon's birthday, Dawson celebrated his forty-ninth anniversary on September 9. At nineteen, as a sugar-broker in Memphis, he met Clarence Saunders, promptly joined him in promoting Piggly Wiggly stores. When Piggly Wiggly cracked up, Dawson knocked about in chain-store jobs, gathered ideas which he turned into gold at the Big Bear in Elizabeth. In 1932 he sold his share of the Elizabeth supermarket, opened Dawson's Trading Post in Chicago.

Taciturn and confident of the soundness of his idea, he reared a $3,000,000 supermerchandising center. For his market

A UTILITY'S DUTY TO ITS CUSTOMERS



A UTILITY'S responsibility to its customers is simple: To give the best service at lowest reasonable cost.

A company can tell from complaints it receives whether or not service is adequate. There are relatively few complaints about quality of service these days.

Since 1928, the average electric rate charged residential customers of Associated companies has come down 27%—average annual use has increased 50%. During this period, moreover, there was the depression and a heavily increasing burden of taxation. Naturally, reduced rates and increased expenses have had an unfavorable effect on net earnings.

In the industry as a whole, rates declined 24% and use went up 45% during these same years.

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The Authority on Etiquette and Good Taste in the Home

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Dawson annually spends $120,000 on twelve-page circulars, read in 100,000 Chicago homes weekly. The 175-pound, stocky master-grocer takes no chances, either with partners or with his cash. On the second floor is his cash-room. It is steel-lined, protected with bullet-proof glass, tear gas.

Roaring Introduction—Like Dawson, King Kullen learned about groceries from the chain stores. For seventeen years, he worked for the Great Atlantic & Pacific Tea Co. Weaned away by Montgomery Ward & Co., Kullen reported for duty to a young vice-president. By way of introducing himself, he roared: "By God, do they let kids like you run this business?"

Promptly the vice-president wired A & P for Kullen's record. The chain answered: "Kullen is an exceptionally good food merchandiser, but hard to control."

Because he was hard to control, Kullen permitted no precedents to stand in his way. In a double-truck newspaper advertisement, he once shouted at prospective customers, "I'LL KILL HIM! I'LL KILL HIM! I'LL KILL HIM!" In this way, he described what he was doing to prices.

With these methods, Kullen built fifteen supermarkets, grossed $15,000,000 annually. Once he dreamed of organizing fleets of baby supermarkets to bring service to the housewife's door. Death interrupted his plans last March, when he was fifty-two. His family and friends declared he had worked himself to death.

MOVING PICTURE: Film Industry Dreams of Greater Profits in Celluloid as Sales Soar

For motion-picture company executives, summer's most torrid weeks provide little rest, much sales activity. Feverishly through the past two months they have made a home-stretch drive to place the coming season's Hollywood products with movie houses.

Last week, the industry's arithmeticians took stock of rentals and percentage deals the drive has netted. They were pleasantly surprized. Estimated business to date exceeded $100,000,000.

Experienced bigwigs of filmdom pondered this formidable total, predicted that domestic (American and Canadian) rental returns for the 1936-'37 product will top $200,000,000. Never in movie history have sales reached this figure.

Variety has hazarded a guess as to the dominant companies' relative success in placing pictures. In first position, the publication put Metro-Goldwyn-Mayer; tied for second place Paramount, Twentieth Century-Fox and Warner Brothers. Following are RKO, United Artists, Columbia, Republic, recently reorganized Universal, newly formed Grand National Pictures, Inc.

Prophets of Boom—To some movie men, reported sales to date substantiated early summer predictions that a freely spending public might push the industry's earnings to best levels since boom days.

Conservatives raised a warning hand, however, said increased sales do not necessarily mean increased earnings. Hard-driven producers spend increasingly lavish sums. Thus Columbia Pictures steps out with a $2,000,000 expenditure on "Lost Horizon." M-G-M regularly spends $800,000, $1,000,000, even $2,000,000 on its films.

Yet while million-dollar films may make big profits, they also may make big losses. Producers figure a film must gross 50 per cent. more than production costs before showing a profit. A million-dollar picture that grosses only $1,000,000 may actually lose $500,000. This fall, producers are seeking to advance box-office rates, to charge higher picture-rentals. Their greatest expectations of profits, however, rest upon new productions.

Metro-Goldwyn-Mayer: On its $32,000,000 inventory of top pictures, M-G-M has raised rental rates 50 to 100 per cent. Costliest of its new productions is the $2,000,000 "Romeo and Juliet" (Norma Shearer and Leslie Howard). Costing half as much is "The Good Earth" (Paul Muni, Luise Rainer). To give the film convincing local color M-G-M dismantled most of a small village near Nanking, shipped it to Hollywood in 400 cases. Next spring, the company expects to release "Camille," Greta Garbo's first picture since "Anna Karenina." Planned for early production are "Marie Antoinette" (Norma Shearer, Charles Laughton) and "Pride and Prejudice" (Norma Shearer).

Warner Brothers: From Tennyson's "Charge of the Light Brigade," Warner has produced a film to rival two other giant efforts: "Anthony Adverse" and "Green Pastures." To make "Danton," Warner has hired Romain Rolland for the script, Max Reinhardt as director, Paul Muni as star.

Frank R. Capra, Director of "Lost Horizon"

20th Century-Fox: For Fox's brilliant comeback, movie men praise Sidney Kent. Placed at the helm by bankers, Kent set out to buy movie talent at prices which caused stockholders to protest. This week Wall street traders in movie stocks figured 20th Century-Fox will net about $6,000,000 for the year, most of it earned by its littlest stars, the Dionne quintuplets ("Reunion") and Shirley Temple ("Dimples").

Paramount: Once the "sick man" of the industry, Paramount will report substantial earnings for the year's third quarter. To its successful "The General Died at Dawn" (Gary Cooper), Paramount soon will add a witchcraft picture, "Maid of Salem" (Claudette Colbert) and "The Plainsman" (Gary Cooper).

Columbia: Tho making less noise than most of its competitors, Columbia consistently registers at the box-office. Chief reason: Frank R. Capra, ace director who made "Mr. Deeds Goes to Town." For producing two pictures, supervising two others, Columbia annually pays Capra $400,000. Besides "Lost Horizon," Columbia expects much from "Interlude" (Grace Moore), a sequel to "One Night of Love."

Radio-Keith-Orpheum: Still in receivership, RKO expects to regain business health with "Swingtime" (Fred Astaire, Ginger Rogers), "Portrait of a Rebel" (Katharine Hepburn, Herbert Marshall).

United Artists: The company distributes, does not produce. Scheduled for release in November is an Alexander Korda production, "Rembrandt." Next week, United Artists releases "Dodsworth" (Walter Huston, Mary Astor, Ruth Chatterton) costing perhaps $850,000.

Grand National Films, Inc.: Newest and now most closely watched, Grand National's success may depend on its coming James Cagney productions.

POWER FIREWORKS: Holding Company Bill and Jugglers of Finance Figure in Debates

To the Third World Power Conference in Washington last week (LITERARY DIGEST, September 5), representative scientists, economists and engineers from fifty-two nations brought weighty papers covering every phase of power production, power consumption. The papers which made biggest head-lines, however, were those of *Uncle Sam's* own New Dealers and utility men. Like Fourth of July sparklers, differing American views on utility ownership and control sputtered steadily.

Argued Secretary of the Interior Ickes: "It seems to me to be one of the major problems of our statesmanship to see to it that power generated by private enterprise is made available at the cheapest possible rates."

Problem of Finance—Robert E. Healy, of the Securities and Exchange Commission: "The future of the privately owned utility depends . . . on whether a fair and easily workable method of rate regulation can be developed and upon the industry's success in completely freeing itself from the hands of the jugglers of finance."

Floyd L. Carlisle, Chairman of the Board, Consolidated Edison:

"Unsound finance is not representative or general in the business. Not one cent (of Federal money) was loaned to private utilities (during depression). They were singled out for special, heavy taxation, from which municipal power operations were exempt. Judged by that test of unparalleled severity, the American private utilities amply demonstrated their financial soundness."

Max Frederick Horn, Belgian Government representative and well-known European holding-company executive:

"The holding company is the salvation of utilities the world over. Europe views with apprehension the attacks on the holding company in America."

But President Roosevelt had the last word. Before pressing a golden key which started a turbine turning in the Government's Boulder Dam, he said:

"The Government's power policy benefits both private industry and the nation's consumers. Government generation of power may prove to be the force that breaks the vicious circle between high prices and restricted use."

Mail

(*Continued from page 2*)

you send us bum stuff upon which you have passed judgment, notorious only for its chaff. Shows your wisdom.

Did you knock mine by rejection because it contained a truth "long crushed to earth," and upon which you delight to put your foot lest false teaching get a black eye and you will incur some displeasure?

Heaven is more important than earth, but you don't think so. Stop your magazine when the time is up.

Pueblo, Colorado. R. G. WOODWORTH.

[Truth crushed to earth shall rise again;
Th' eternal years of God are hers;
But Error, wounded, writhes in pain . . .
Bryant.—Editor.]

The Poll

Sir:—One of the most interesting articles in your last number of THE LITERARY DIGEST is the very complete explanation of the methods, labor and care exercised by you in your Presidential Poll.

Its phenomenal accuracy in the past has won for it a truly remarkable confidence that will be greatly enhanced by the article referred to.

It is a gigantic enterprise of great general interest for which you deserve public thanks.

Milwaukee. TRACY LYMAN PAINE.

Sir:—In our family we shall vote for President Roosevelt, but we will not enter your Poll contest.

Allow me to say that I think it is unethical and should be illegal. The votes of citizens are cast as by law at certain times. It is a solemn duty—almost a sacrament—and should not have these cheap proceedings in imitation. LAVINA L. DOCK.

Fayetteville, Pennsylvania.

The Pacifist Challenge

Sir:—Your correspondent from Jena, Louisiana, in your issue of August 22, suggests that military preparedness may be effective in promoting peace.

I challenge him, or any one else, to cite one single instance in the history of the world where a state of military preparedness has enabled a nation to remain at peace.

In view of the 100 per cent. record of failures of this method for promoting peace, it would seem high time that we tried something else. I should think even the most confirmed militarist would feel appalled at the wretchedly poor showing of this method.

DUANE MAGILL.

Grand Junction, Colorado.

The Spice of Life

Sir:—Thanks heartily for restoring "The Spice of Life." It's the dessert that adds so much to the success of the dinner.

Would it be punishable to say that it makes THE LITERARY DIGEST more digestible?

New York City. GEORGE F. G. MILLS.

Peace and the Plain Man

Sir:—The thought that enough international thinkers among the powerful English-speaking countries might avert the major human disaster of world suicide has led me to action and this letter.

The action consisted of buying a number of copies of the book that took the Nobel peace-prize in 1934—"Peace and the Plain Man," by Sir Norman Angell.

These copies I sent to those among my acquaintances whom I considered influential with other "plain men," adding the request that they "pass it on" within a month or less if possible—contributing other copies for starting new series (governed in each case by purse and conscience).

This action arose out of the belief that this might be one very effectual method of reaching many "plain men" whose outlook is so very clearly shown in this entirely reasonable book to be the deciding factor for peace.

Recruiting men constructively, instead of waiting until it will be necessary to find recruits for the destruction of us all through World War, would seem to be about the biggest business any of us could be about these days. MATHILDE C. H. RICHMOND.

White Plains, New York.

Mme. Chiang

Sir:—In the last issue of THE LITERARY DIGEST I notice that in the article on Mme. Chiang Kai-shek and her sisters, you state that she is a graduate of Wesleyan College in Macon, Georgia. Two or three years ago, she wrote an article for *Forum* entitled "New Life in China," and in a caption under her picture in connection with that article it states she was educated at Wellesley College, which is, of course, in Massachusetts.

Can you clear up this matter for me?

Miami, Florida. IRENE A. DICKINSON.

[Mme. Chiang was educated at both Wellesley and Wesleyan (Macon) Colleges.—*Editor.*]

Spanish Front

Sir:—May an inveterate old reader of THE LITERARY DIGEST express lively gratitude for your lucid description in the August 29 issue of the twelve political factions and ten military "organizations" which (or who) are now engaged in disemboweling Spain? The item is now filed for frequent reference; and filed therewith is the following, clipped from page 11 of the same issue: "A political leader's task is to keep ahead of four or five crowds, each going in a different direction."

Hooray for THE DIGEST!

Pasadena. JOHN F. SCOTT.

Technological Unemployment

Sir:—Recently, manufacturers have been sending out books and pamphlets and now newspaper advertisements, purporting to show that machinery increases jobs and employment. Whether or not this is true depends on what is meant by jobs and employment. If they mean that machinery has increased the number of employees, they are right; but what virtue is there in this if the percentage of workers who are producing wealth and earning their living has decreased?

Prior to 1870, the home was an important seat of industry. Then, millions of women were busily engaged in preparing food, making clothes, raising chickens, making butter, soap, candles, working in the garden, etc. According to scientists, these women were not "gainfully employed." They merely went through the motions of work just for fun.

To-day, nearly all this work is done in factories, where one woman can produce as much food and clothing as forty could in 1870; the home workers have had their jobs abolished through the use of machinery.

In spite of the fact that the women have followed their work from the home to the factory, and have in addition displaced many men as factory employees who turn out products that were unknown in 1870, yet there is a surplus of would-be women workers. The net result is that now the percentage of the total women working is less than in 1870.

In the case of men, the industrial change brought about by machinery is not so great, but it is in the same direction. In 1870, the industry that used the most workers was agriculture. Now, through the use of machinery on the farm, one man can produce nearly ten times as much as in 1870. This puts nine farmers out of a job. They and their wives move to the city. Seven find jobs there. Two remain idle.

In 1870, most children over twelve worked; to-day, very few. In fact, before the machine age, nearly every one—men, women and children—had to work to keep alive. Since the advent of the "industrial revolution" the percentage of idle has continually increased. D. DAVIDSON.

Cincinnati.

Parole

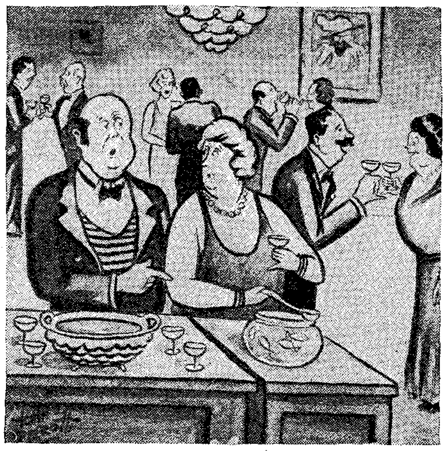
Sir:—May I, as a reader of many years' standing, commend you on the parole article on page 19 of the August 22 issue? This problem must be kept before the American people until they realize its importance to the nation.

It can not be dismissed with the mere statement that parole boards should be more severe to prevent such crimes as have been committed by those released. For one thing, it should be pointed out that our jails, already crowded, would be swamped hopelessly if parole were halted. What we need is a better plan of release, such as the one your article describes as in the process of preparation. J. L. D.

Denver.

"Chinese Revenge"

Sir:—Having just returned from Hongkong, China, and having had the privilege of talking—not in Chinese, but through an interpreter—with Gen. Li Tsung-jen, Military Governor of Kwangsi Province, I heartily



"BEG PARDON, MADAM, BUT THAT'S THE WRONG BOWL YOU'RE SERVING FROM"

—The Passing Show (London)

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Between the Lines

• WHO EDITS THE DIGEST? •

The American correspondent's interview with the Bulgarian Premier was proceeding smoothly when, suddenly, the interpreter faltered, broke down. In stepped King Boris to do his own job of translating.

Unforgettable experience for a certain young man who had packed a hasty tooth-brush in 1918, and gone to Europe to spend maybe six months writing about the war. He stayed fifteen years, covered every important happening on the Continent from the Peace Conference to the rise of Hitler.

Today, he is on the staff of *The Literary Digest*. Author of many books and articles on Europe, he is able to supply from memory and experience the colorful background for this week's and every week's news.

THE WORLD THEIR BEAT

Fifteen other members of the staff have lived abroad. One of them plied his reporter's profession from San Francisco's Golden Gate to Budapest's Blue Danube.

Three others have worked on newspapers on both sides of the Atlantic. A fifth pushed the hunt for news all over the Orient; a sixth to India, a seventh to Central and South America.

And they know their own country. A dozen editors have lived or visited in every one of the forty-eight States, Alaska, Canada and Mexico.

One, born in Florida, educated in Oregon, in Texas and at the University of Kansas, served as a doughboy in France, became a foreign correspondent and professor of journalism. Two colleagues also taught journalism.

Another, a captain in the AEF at twenty-three, went on to achieve fame as a writer of war stories, later as magazine editor of one of the world's greatest newspapers.

AUTHORS ON THE SIDE

A woman writer, now one of *The Digest's* foreign experts, went to Paris, remained five years to be acclaimed one of the outstanding newspaper women in the world.

A deskmate has written one book and four plays, will have two books published this Fall. Another has had eight plays produced.

THE EDITOR MUST BE A COMPOSITE EDITOR. Summed up, just who is he?

He has lived in forty-eight States and twenty-one foreign countries. He speaks, reads and writes fourteen languages. Has written twenty-seven books, nineteen plays, hundreds of articles and short stories. He has held virtually every position on sixty-two weekly, small-town, medium-city and metropolitan newspapers; has worked on thirty-four magazines other than The Digest. And he is a college graduate.

But not too *RECENT* a college graduate, for he has the poise and balance and good judgment that come only with experience. Not the least of his Alma Maters is the University of Hard Knocks.

That's your Composite Digest Editor. And that's why The Digest has been, is, and will continue to be *FIRST* in its field.

agree with your article of August 15 on "Chinese Revenge."

What is not generally known, but widely suspected, is that South China is being heavily supported by the Japanese who, clever negotiators that they are, were caught, among other things, in the act of shipping boat-loads of matches to China, bearing the inscription: "Down with the Japs" on each box. The Chinese were buying these in great quantities before the trick was discovered.

General Li is considered the "Great White Hope of South China." He, too, has an ax to grind with Generalissimo Chiang Kai-shek, who also banished him from the Northern Capital on a false pretext a number of years ago, but not too many to dull his memory. From Chinese in official circles, I learned that Hu Han-min, after being baited with titles from Nanking to return from Europe, where he had lived as an outcast, was "painlessly microbed" into oblivion shortly after he set foot on his own native soil.

It is my opinion that General Li will not sell out. He has plenty of money behind him, and little compunction about biting the hand that feeds him—after he has stored enough away in an emergency stomach to start a *fast* campaign against anybody who pushes him to it—including snake-soup sipper Chiang himself.

The Generalissimo has enough ears to the ground to festoon his entire empire, and he will not act "rashly" unless he, too, is pushed to it. At present it is a *succés de fiasco* for both Li and Chiang, each of whom hopes to catch the other napping after a nice banquet.

New York City. M. Knight.

Poetry Is Art

Sir:—I was utterly exasperated when I read in your magazine, a fortnight ago, a letter by E. A. Hodgon. It concerned poetry and said that poetry "ain't what it used to be."

I disagree with this statement. The public to-day is turning more and more to poetry. It is at last realizing that a poem, and it can be any form, is a work of art. It is the most elaborate of the pieces of literature to create. It must tell a story in but a few lines. The works of Masters, Sandburg, Benêt and a host of others exemplify my views.

Christopher J. Kachulis.

Brooklyn, New York.

A Hand for Cuba

Sir:—Finland has reaped much glory for meeting payments on her War debt to *Uncle Sam*. Cuba, however, is a country which has gone further, paying up her debt in full.

Within two years after the World War, she had paid us back the $15,000,000 she had borrowed, while Finland's debt of $9,000,000 is still in the process of payment.

Not that Finland hasn't proven herself a remarkable little country, showing up the larger nations who have repudiated their debts to us. But how about a ripple of applause for Cuba?

Passaic, New Jersey. William Rose.

Preparedness

Sir:—In your issue of August 22, E. L. Miller, in a letter supporting preparedness, makes the following statement:

"It was not Ethiopia's preparedness for war that invited Mussolini's attack."

He is right; but the statement does not bear out his claim. It is true that it was not Ethiopia's preparedness which brought on the war; it was Italy's. I challenge Mr. Miller to cite a historical instance of war between two nations, neither of them prepared for war.

Brawley, California. J. Edgar Ross.

WHAT'S THE NAME, PLEASE?

Boileau—wrote "Clansmen"—in the French manner; or, *bwah-low.*

Freuchen—wrote "Arctic Adventure" —his publisher says it's *froi'kin.*

Kahlil Gibran—wrote "The Prophet" —soft *g;* or, *kah'lil ji-brahn'.*

Lehmann—wrote "The Weather in the Streets"—she gives it as *lay'man.*

Lysaght—Irish writer—obscure second syllable: *lye'sat.*

Machen—British writer—he rimes it with *blacken.*

Walther—wrote "Gouverneur Morris"—change *o* of *Voltaire* to *ah: vahl-taire'.*

Juliana—Netherlands princess (page 13)—*j* equals *y: yu-lee-ah'na.*

Bernhard zu Lippe-Biesterfeld—her fiancé—call him *bairn'hart tsoo lip'pe bee'ster-felt.*

The Spice of Life

(TITLE REGISTERED IN U. S. PATENT OFFICE)

That's Different.—"You didn't take a vacation this year, did you?"

"No, I thought I needed a rest."—*Boston Evening Transcript.*

Floral Diet.—"I say, waiter, the flowers on this table are artificial, aren't they?"

"Yes, sir. That's the worst of running a vegetarian restaurant—if we use real flowers, the customers eat them."—*Atlanta Constitution.*

Sympathy.—Owner of Building—"As soon as this house is completed I expect to get married."

Foreman—"All right, boss. I'll make the job last as long as I can."—*Louisville Courier-Journal.*

Preparedness.—Agent—"Why do you want fire insurance on your husband? That won't be any help when your husband passes away."

Young Bride—"It's so much cheaper and you see I intend to have him cremated."—*Pathfinder.*

Diminutive.—A six-weeks-old calf was nibbling at the grass in the yard, and was viewed in silence for some minutes by the city girl.

"Tell me," she said, turning impulsively to her hostess, "does it really pay you to keep as small a cow as that?"—*Christian Science Monitor.*

Good Recommendation.—"I have a bad attack of hay-fever this summer," one Cunningham man said to another.

"I can sympathize," replied the other, taking a small box from his pocket. "Here, try some of this."

"Is it really good?"

"Wonderful. I have had hay-fever for thirty-eight years and never use anything else."—*Wichita Eagle.*

Slips That Pass in Type

Windfall—

PLANES DROP BONDS
—*Kansas City (Mo.) paper.*

What's its itinerary?

The free rain for Gresham berry pickers will not run today but will operate tomorrow and possibly Tuesday and Wednesday, J——— C———, farm labor supervisor, announced yesterday.—*Portland (Ore.) paper.*

A New Deal wrinkle?

JAPAN ORDERS
CLOSER WATCH
TO FOIL PIES
Amarillo (Tex.) paper.

That's the way wars start.

The sessions will be in charge of Miss E——— F——— of Washington, associate of H——— S———, general struction by careless picking of Mrs. B——— P——— of the Board of Eduction.—*Rochester (N. Y.) paper.*

Careless picking is right.

Following the ceremony a Japanese banquet was served at the O——— home and according to the Japanese custom the long table was centered with a large "bird" made of different kinds of vegetables which denotes "Long Levity for the bride and groom."—*Oxnard (Calif.) paper.*

They usually stop laughing.

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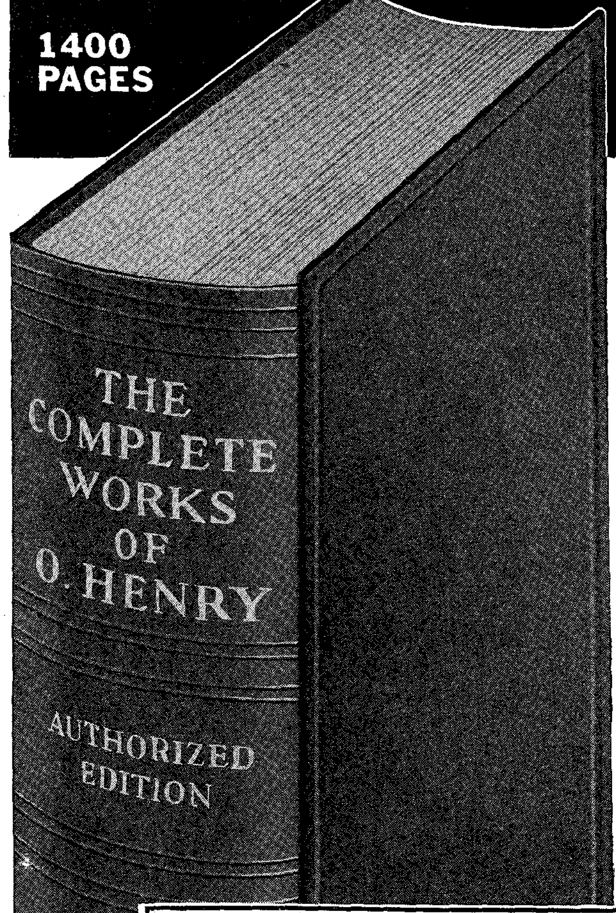

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